MENATIONAL UNDERWRITER

Life Insurance Edition

What's back of a sale?

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The Ohio State Life is known as a sound and progressive company. Look at this five year record: Insurance owned by policyholders increased 56%, resources increased 63%, and the surplus for extra protection of policyholders increased 50%.

The general agency managers of our company have practical sales experience. They have complete training equipment from which both new and experienced men can benefit. This experience and equipment make possible "on-the-job" assistance and better salesmanship.

The Ohio State Life underwriter has field tested sales plans. He is assured of an audience through the appeal of one of these plans: The combination sales plan, known so well as the "OD", the "Assured Security", Social Security, "Mortage Protection", or Programming. All these are complete merchandising plans.

An Ohio State Life underwriter is provided a means whereby he can have the comfort and security of a "guaranteed income", even though commissions are the basis of earnings. Lifetime income is an important part of the contract.

ENTHUSIASM

A prime characteristic of a successful salesman is enthusiasm--enthusiasm born of

- —his belief in the value of life insurance
- —his confidence in his Company
- —his knowledge and skill in presenting life insurance as the solution of financial needs.

One of the purposes of Oslico training is to help men to become enthusiasts.



THE OHIO STATE LIFE

Claris Adams, President Frank L. Barnes, 1st V.P., Agency Director

COLUMBUS, OHIO

FRIDAY, JULY 2, 1948





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Dr

Many Mutual Life Field Underwriters are now receiving extra compensation under the "Efficiency Income" provision of the Mutual Lifetime Compensation Plan...in addition to their regular commissions and service fees.

Here's the reason. The consistent production of business that can be handled economically, and that stays on the books, effects a savings in the operating expenses of the Company. We feel that saving should be shared with the Field Underwriter responsible for it.

This extra compensation for quality business is already a welcome addition to the incomes of many of our Field Underwriters. In a recent month the payments averaged \$67—and in individual instances were as much as \$200 and \$300. In time they will become even more substantial.

The Efficiency Income provision was designed as an incentive to quality field underwriting. It also provides an opportunity for the Underwriter to increase his income while maintaining a level volume of production.

In practice, it is benefiting not only the men and women who make life insurance selling a profession, but the Company and its policyholders as well.

Our 2nd Century of Service

THE MUTUAL LIFE

INSURANCE COMPANY of NEW YORK

34 Nassau Street, New York 5, N. Y. Source Spoone Alexander E. Patterson, President

THE NATIONAL UNDERWRITER Life Insurance Edition. Published weekly by The National Underwriter Company. Office of Publication, 175 W. Jackson Blvd., Chicago, Ill., U. S. A. 52nd year. No. 27, Friday, July 2, 1948. \$5.00 per year (Canada \$6.00). 20 cents per copy. Entered as second-class matter June 9, 1900, at the post office at Chicago, Ill., under act of March 3, 1879.

A.L.C. Medical **Section Chooses Bowman Chairman**

Williams, Hallam Move Up Ladder, Byrd Mounts First Rung

The Medical Section of American Life Convention meeting at Bretton Woods, N. H., elected Dr. J. Thornley Bowman, medical director of London Life of Canada, as chairman to succeed Dr. Reynold C. Voss, associate medical director of Pan-American Life. The 250 medical officers present from A.L.C. member companies chose Dr. Ennion S. Williams, medical director Life of Virginia, vice-chairman. Dr. F. Tulley Hallam, medical director of State Life of Indian-apolis, ascended to the third spot when he was named member of the board of managers. Dr. B. F. Byrd, medical di-rector of National L. & A., relinquished the post of secretary which he has held for a number of years, and was started up the ladder to the top post as program chairman. His successor as secretary is Dr. J. R. B. Hutchinson, vice-presi-dent and medical director of Acacia Mu-

dent and medical director of Acacia Mutual.

Douglas Henry, general counsel National Life & Accident, acquainted the physicians with the legal considerations in medical underwriting.

Dr. Rexford W. Finegan, assistant medical director of Metropolitan, said that the glucose tolerance test is of great value in properly rating borderline diabetic cases, particularly if overweight is a factor. He declared that the mortality experience of persons who have a normal result from this test has proven satisfactory and liberalization of standards to allow for this will be a trend in ards to allow for this will be a trend in the future. Dr. Finegan termed it dethe future. Dr. Finegan termed it desirable that the companies make uniform test requirements and blood sugar values.

Dr. J. H. Black, professor at South-western Medical College, declared that deaths from asthma are rare and that insurance company mortality tables for insurance company mortality tables for the condition are quite at variance with the findings of clinicians. He said the explanation for this difference is not ap-parent. Dr. Black found no clinical evi-dence that respiratory allergies lower the resistance to infection of those suf-fering from them. It is the belief of allergists that allergic persons properly cared for should have a much better expectancy than statistics indicate and with the increase of knowledge and the extension of care to more persons, morextension of care to more persons, mortality should be greatly improved.

Franklin Solves Problem

Dr. Frederick Fink, medical director of Franklin Life, outlined the way his company solved the reorganization and expansion of its staff of medical examexpansion of its staff of medical examiners. The war completely disorganized the examining staff and the company had entered 17 new states. Dr. Fink set up a new and comprehensive visible index system by which records of examiners could be easily checked. Appointments of medical examiners were made at the suggestion of agents. The competency of newly appointed examiners was checked on index cards of the first 10 examinations.

Franklin set about revising its appli-

Franklin set about revising its appli-cation and medical forms. The family history was eliminated from the doctor's

Zimmerman Eyes Minus, Plus Factors at Midyear

Charles J. Zimmerman, assistant managing director of L.I.A.M.A., in a review of life insurance trends for the first half year, observes that life insur-ance purchases, although fluctuating less sharply than economic conditions, nevertheless are closely tied in to long term economic trends. With the continued high level of our general economy during the first six months of 1948, it is, therefore, not surprising to note that insurance purchases have maintained pace with 1947 and have continued to reflect marked improvement over the

Purchases in the first half year are estimated to be 100% of such purchases during the first six months of 1947 and 131% of the 1943-1947 five-year average. Purchases in Canada show almost iden-

tical results.

Despite the continued high level of sales, there are certain basic trends within the business itself which indicate that there is no justification for com-

Cites Policy Loan Increase

For the first time in 15 years, policy loans are up. Although the increase is slight, nevertheless, it is a reversal of a basic downward trend which started in 1933. Lapses are also slightly up. Turnover among new sales organization is liberies slightly up.

is likewise slightly up.
On the other hand, induction of new On the other hand, induction of new sales organization is slightly down. The average amount of business produced by new sales organization, both in total and on a per capita basis, is slightly down. Most important of all, perhaps, is the fact that liquid savings of the public are down. are down.

In 1944, with an estimated national income of \$165 billion, savings totalled over \$35 billion, or 22% of national income. In 1945 national income increased to a total of \$712 billion, wheresavings declined to \$29 billion, 16%. In 1946, national income further increased to \$177 billion, but savings continued to decline to \$15 billion, or 8½%. Last year witnessed a continuation of the same trends with national income estimated at \$197 billion, savings at \$11.2 billion, or 56%. \$11.2 billion, or 5.6%.

The increased burden of taxation, the

higher cost of living and the greater availability of consumer goods all have a bearing on this decrease, both by amount and by percentage in liquid

A larger percentage of the liquid savings of our citizens has been channeled into insurance purchases each year since

report and the agent was given the job of recording it. He had been trained for the job on the non-medical form and this saved the time-consuming portion of the old medical report, giving the examiner time to devote to personal past medical history and the examination. A heart chart was included on the report of physical examination to eliminate pos-sible return visits to the examiner. The form calls for a definite terminology so far as murmurs are concerned and provides a diagram of the chest for detailed illustration.

allustration
Dr. J. Grant Irving, medical director of Aetna Life, declared that recent developments in the control and detection of diseases peculiar to women has stamped out many of these disorders and allowed more successful treatment for others. Modern treatment of gynecological infections are reducing the amount of chronic illness that follows these diseases and techniques and adjuvants have made surgical cures surer.

Those who predicted some falling off of sales in 1948 did so in spite of the many favorable general factors in the economic picture. These favorable factors include an unprecedentedly high rate of employment, the great backlog of still unfulfilled needs, particu:larly in the housing and heavy equipment fields, the great reservoir of liquid savings which had been built up during the war years, the wider distribution of income, the unprecedented growth of our population and the even more rapid growth in the number of our family which almost doubled over a period of 10 years. They based their prediction for a downward curve in purchases on the basic factors listed above and on public resistance to further price in-

During the past six months, at least three governmental actions have combined to insure a period of unprecedented economic activity—at least for the immediate future. These are the Marshall plan, the expansion of our defense activities and the tax relief voted by Congress.

One of the most interesting develop-

voted by Congress.

One of the most interesting developments in life insurance purchases has been that in the field of so-called "mass coverages". These "mass coverages" include the fields of pension and other welfare plans such as group life, group hospitalization, group A.&H., group surgical benefits and group disability.

Group Sales Record

The purchase of group life has shown a better than 50% increase in both 1947 a better than 50% increase in both 1947 and 1948 to date, as against the previous five years. At the end of 1947, group life in force reached a total of over \$33 billion and, for the first time in history, passed the amount of industrial in force.

The Taft-Hartley law and two recent decisions by NLRB which have held that pensions and welfare plans are a proper subject for collective bargaining will further stimulate the growth of "mass coverages".

"mass coverages".

The growth of life insurance, particularly in the fields of pensions and welfare insurance is a further indication of the innate desire of our citizens for of the innate desire of our citizens for security. Insurance companies and their field forces are entirely aware of both their opportunity and their responsibility to meet this need. The failure of the private institution of life insurance to furnish adequately such security to the public would inevitably result in opening the door to government to enter this field.

Discussing Dr. Irving's paper, Dr. Thomas F. Ross, medical director of Ohio State Life, commented that a continual reduction in maternal mortality can be expected for the future, though can be expected for the future, though perhaps not so dramatic as in the recent past. The revolutionary practices have meant a saving and extending of human life with a steady decrease in maternal deaths during the past 10 years. The lay public has had a thorough schooling during the past 15 years and the result of this is recorded in mortality figures, he stated.

he stated.

Dr. Francis R. Dieuaide, scientific director of Life Insurance Medical Research Fund, said that the group of discases called arteriosclerosis is perhaps the most important problem that confronts medicine. The fund is awarding money for research on cardiovascular diseases at an annual rate of over \$600,000. Available information is still inadequate for formulation of a definite program to control this scourge, he said.

A. & H. Underwriters' **Convention Reflects Year's Big Gains**

Select Cleveland, Form Hospitalization Committee. Urge Ties with Life

By FRANK A. POST

The new records set during the past year by National Assn. of A. & H. Underwriters in accomplishments, expansion and membership gains were re-flected at Minneapolis in the largest and most successful convention it has ever held, with a registration of more than 500 and attendance as high as 600 at some of the luncheons and dinners, notably the smorgasbord given Mon-day night by North American Life & Casualty at its new home office build-

Cleveland was selected for the next year's meeting over Baltimore by a rather close vote.

The association adopted a resolution presented by the Detroit Association directing the appointment of a special committee on hospitalization to study

NEW OFFICERS ELECTED

President-E. F. Gregory, Business Men's

President—E. F. Gregory, Business Men's
Assurance, Denver.
First Vice-president,—C. B. Stumpf, Illinois Mutual Casualty, Madison, Wis.
Second Vice-president—D. Stuart Walker,
Mutual Benefit H. & A., Philadelphia.
Executive Board—Porter Bywaters, Employers Casualty, Dallas (reelected); John
B. Lambert, Mutual Benefit H. & A., Cleveland; A. K. Perego, Wisconsin National
Life, Milwaukee; Charles H. Tull, Provident Life & Accident, Seattle.

and make recommendations on means to correct discriminations in the field of hospital insurance. Another resolution urges closer cooperation with life

tion urges closer cooperation with life underwriters associations on both the local and national level.

Because of the intensive activities now being carried on in Canada and the prospect of further expansion there, the constitution and by-laws committee was instructed to draft an amendment to was instituted to that an amendment to be submitted at the next annual meeting changing the name of the organization from "National" to "International." The Ontario association had a large delega-tion on hand and Vancouver, B. C., also was represented.

Another constitutional amendment was proposed, which can not be acted upon until next year, to increase the executive board from 12 to 18. During the past year a zoning system was set up with the executive board members

up with the executive board members as zone chairmen.

Chicago, Detroit and Milwaukee presented invitations for the 1950 meeting.

Detroit's proposal is to hold it on the steamer "Greater Detroit," a 1,600-pound model of which had been installed in the foyer just outside the convention

hall.
Rolf R. Noll, Mutual Benefit Health & Accident, Kansas City, who is president of the Kansas City association, was elected chairman of the Leading Producers Round Table. He succeeds Conrad J. Eliason, Monarch Life, Minneapolis, who continues as a member of the executive committee. Named as the third member of the committee was A third member of the committee was A.
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Knight Criticises "Appeasement" of **Commissioners**

Companies' Attitude Rapped at Meeting of A. & H. Field Men

MINNEAPOLIS - Voicing caustic criticism of what he referred to as the companies' "weak-kneed attitude and timidity" in dealing with certain "unfair and arbitrary" insurance departments, Gilbert H. Knight, Federal Life & Casualty, Cleveland, in his presidential address at the annual meeting of National Assn. of A. & H. Underwriters, rapped the "cowardly policy of appeasement" into which he said the companies were led by fear that federal regulation would lead to federal ownership of the busi-ness. Following the supreme court interstate commerce decision and the en-actment of public law 15, he said the companies rushed to the aid of the com-missioners in order to retain state regumissioners in order to retain state regu-lation of insurance—and incidentally, save the jobs of the commissioners. "It is proving like jumping out of the fry-ing pan into the fire, and it is now a moot question if federal regulation would not be preferable to trying to keep in step with 48 different insurance commissioners-all marching in different directions.

"If we are going to be ruined, it seems

to me it is a matter of indifference whether the job be done by federal in-

whether the job be done by federal interference, or by radical acts or policies at the state level.

"The function of state insurance departments is to see that companies are financially sound, that claims are settled fairly in accordance with the contracts of insurance sold, and to protect the policyholders against fraud and misrepresentation. That is all they are supposed to do, but some of these insurance department officials go far beyond that. partment officials go far beyond that.
They want to function as technicians of our business even though they lack even a rudimentary knowledge of accident and health insurance. They want to design our policies for us, tell us what we

sign our policies for us, tell us what we can and what we cannot do and sell, what we must charge and what commissions we must pay, what risks we may accept, what size of type and color of ink to use, and soon they will be telling us how we must part our hair."

He criticized particularly the so-called minimum standard uniform disability policy law proposed by Downey of California, and as an illustration of its vagaries he cited the provision that fraudulent statements in the application, even though made with intent to deceive, shall not bar recovery unless it is proven that such was material to the ceive, shall not bar recovery unless it is proven that such was material to the present claim, and that at the start of the suit, the company must make an offer to settle and deposit funds to cover 75% of the amount asked in the trial court otherwise the court will add to the judgment a reasonabe fee for plaintiff's attorney. "Was ever before such a premium placed on crookery and dishonesty?"

esty?"
Mr. Knight suggested that the National association could well be a source of organized political resistance to such

urged that the companies He urged that the companies do something about getting the accomplishments of the business before the general public, stating that they merely have passed resolution after resolution on the need for better public relations and yet have done absolutely nothing. "It is time we had more action and less talk,"

he said.

Mr. Knight finds much reason for concern in the trend to group insurance

or the mass selling of accident and health. He said group insurance undoubtedly has been a big factor in the recent rapid development of accident and health. It was, and still is, necessary to cover many more people by disability insurance in order to prove that private enterprise can do the job. However, he said that if it should develop to the extent that single sales become seriously tent that single sales become seriously affected, it would destroy the individual agent and the American agency system—"the forces that built our business, and the only real bulwark for the business against state compulsory sickness in-

He declared that big group cases could much more readily be taken over by the government than could individual py the government than could individual policies. Some companies, especially moderate sized ones, might be tempted into this field because they cut out the middleman or retailer, and secure large premiums at small cost. Many large groups might switch from company to company, many industrial firms after a company, many industrial firms after a few years would become self-insurers, as would also many of the unions covered

by group policies.

Mr. Knight spoke rather briefly of the efforts to foist compulsory sickness insurance and socialized medicine on the American public, and declared that the American public, and declared that the only practical force that can stop a federal compulsory sickness insurance scheme is a strong, militant organization such as the National association.

Mr. Knight expressed strong disapproval of Gov. Warren of California because of his activities on behalf of the LICD page and said that if Deveys is

UCD plan and said that if Dewey is elected, "which he probably will be," accident and health men should pray every night that his heart won't fail in the next four years.

Farrar Newberry, president of Wood-men of the World Life, Omaha, has been elected president of the board of regents of the Municipal University of Omaha. He has been a member of the board for

Guide for Training Proves Worth for New York Life

"Nyli-Track," New York Life's training guide for use of managers in assisting new agents in their first two years with the company, has now been tested for approximately a year with very good results. The guide, created chiefly by Andrew H. Thomson, direc-Marsh, director of sales methods research, under the general supervision of Raymond C. Johnson, assistant vice-president, was developed from the answers to a questionnaire sent to 140 agency managers and regional super-visors of the company.

The questionnaire asked for com-

The questionnaire asked for complete details as to the most successful experience the managers had had in initial and basic training. From the composite answers, the "track" was de-

veloped.

Physically, the "track" is a manila file with a double back containing 40 sheets of regular weight paper. On the first three inside pages of the manila folder are printed a complete record on the agent for his first two years, which the manager fills in as the training progresses. Listed are every item on which a training record should be kept—aptitude tests, contract information and production record, compensation, a check list of supplies for initial and first year training, a week-by-week check on a voluntary daily time-control plan, a production and earnings record by month, and so on.

On the inside pages is the training course proper, introduced with an out-line of the "Nyli-Track" and its uses and a recommended training schedule. This is followed by 39 pages divided into sections. These sections are devoted to the pre-field training of two weeks,

basic training of 10 weeks, the intermediate course, which requires approxi-mately 40 weeks, the planned security section (program selling) and, finally an introduction to advanced underwrit-

The initial training is divided on a The initial training is divided on a functional basis into fundamentals, policy contracts and provisions, organized sales pattern, prospecting, "self-management", and the like, and is on a daily basis. After several months in the field, the agent takes up the intermediate course and his formal study is on a weekly schedule. When he gets to the advanced course, he is working on a monthly plan of study.

Everything in the initial training program is keyed to organizing the new man on what he is going to sell, what

man on what he is going to sell, what he is going to say, how he is going about selling it, and to whom is he going to say it. As various phases are intro-duced to the new agent, the study units are torn out of the book like checks and, when completed, the proper notation is made by the manager on the corresponding "check stub," which constitutes a permanent record of the material covered. In conjunction with the prospecting training, the company uses the "Prospecting Guide" which it developed in conjunction with "Nyli-Track".

Way of Checking Method

The life business has always had methods of checking results of train-ing on a production basis, but usually it has not had a satisfactory plan of checking the methods of training, training progress, or of determining either the quantity or quality of such training. With the "Nyli-Track," the manager knows at all times just what progress in training the agent is making. Management can tell in 20 minute what pro-

agement can tell in 20 minute what progress is being made by the agent simply by checking the "Nyli-Track" file.

The company recognized that, while it could not train 5,000 agents satisfactorily from the home office, it could give such special training to 300 managers and supervisory personnel, and that management could train at the branch office level.

The objective of the track is to get the new men into profitable production as quickly as possible. While it pro-vides a track on which the manager and training agent can operate, it is flexible. The manager can modify it as to timing and content. Space is provided for additional or alternative training items and assignment, and additions can be made anywhere along the line the manager wishes to make them.

Eases Detail Work

The track is self-administering. Much of the detail work in connection with it is routine and can be delegated. The manager controls the selection and order of training items and discusses them with the agent. He supervises their application in the field. By merely noting the stubs on the assignment checks, the manager knows what the agent has completed, what he is now working on and what is yet to be taken up.

Thus the track is not intended to re-place the inspirational leadership and motivation of the manager, but, as its name implies, is simply to give him a quide to follow, to make the manager's task easier. As an agency man's ability to train improves, he will recruit a considerably better class of prospective agents because of a growing confidence in his own ability to build career men. As a matter of fact, the standard training procedure eliminates worry by the manager as to his ability to "tell the manager as to his ability to "tell the same story twice". Its repetition de-velops ease of operation and confidence in his ability to train.

Mr. Thomson and his associates knew (CONTINUED ON PAGE 19)



THE GOOD YOU DO

If Shakespeare had lived in our insurance-minded era it is very likely that he would have substituted the word "good" for "evil" in his famous quotation: "The evil that men do lives after them." For today, through the Life Underwriter and the service he sells, far more "good" than evil lives on after a person's death.

And you, the Life Underwriter, can take credit for this "good", for the responsibility for the actual sales of Life Insurance rests with you.

But at the same time we must realize that there is often no in-between, that either "good" or evil, in the form of hardships, will live on after a man's death. It is up to us to make every sale, to fight as earnestly as necessary, to make sure that only "good" will live on.

Insurance in Force - May 21, 1948 - \$363,578,712

COMMONWEALTH LIFE INSURANCE COMPANY LOUISVILLE

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panies, in scanning the skies for omens in the economic situation that may indicate the direction of life insurance sales, is expressing the belief to agents that in the not too distant future, a segment of the population that will emerge as a better life insurance prospect is the salaried men getting from \$3,000 to \$6,000 per year.

During the period of rising prices, men in this category have been squeezed more severely than any other element of the population, this company believes. These men, by and large, have not been favored by the wage increases that have come to the hourly wage men, and the costs of living necessities have absorbed their margin for investment and have forced many of them to dip into savings. According to this company's projection, the period ahead will see price readjustments in many items of living expense such as foods and clothing, and the results will be that men in the \$3,000-\$6,000 class will wake up some day to find that they are in a more comfortable position, financially speaking, and will be in a more receptive mood to go ahead

See Better Times

for Men in the

\$3-6,000 Bracket

One of the major life insurance com-

panies, in scanning the skies for omens in the economic situation that may indi-

s6,000 class will wake up some day to find that they are in a more comfortable position, financially speaking, and will be in a more receptive mood to go ahead with their estate plans.

This company feels that the price readjustments will come in orderly fashion and will occur in one line after another, depending upon the supply and demand situation in that particular line. In other words, they do not fear that there will be a severe price reaction across the board that would have the effect of jolting men in this class from their jobs or diminishing their income at the same time that the purchasing power of their dollars was increasing. This company feels that this population group has been neglected by the life insurance selling forces, but that the time is not far off when agents can afford to pay more off when agents can afford to pay more attention to such men.

Managers Plagued by Union Opposition to Incentives

Managers of industrial agents who are members of UOPWA—CIO are having increasing difficulty conducting sale contests or any other incentive plans in their agencies. Apparently it is the union line to oppose any extra incentive plan on the grounds that it is exertion of "sales pressure." Several instances have been reported where the agents made no objection to a contest to start with, but when the cash prizes were given out, they divided up the money evenly between all the agents and made no special effort to sell business during the contest period.

Another problem is the union insistence that every man should get a fixed weekly salary regardless of the size of his debit. Managers complain that this makes each agent work just enough each week to make collections which, according to the managers, means they are working about half time. It is hard to

ing to the managers, means they are working about half time. It is hard to get the men to sell, for the union philosophy seems to be that they are collectors rather than salesmen.

Canadian Officials' Plans

Arrangements have now been completed for the annual meeting of Assn. of Superintendents of Insurance of the Provinces of Canada at Empress hotel, Victoria, the week commencing Oct. 10. Stanley W. Taylor, British Columbia, is president and he will give his address the morning of Oct. 11. On that day consideration will be given to valuation of securities, annual statement blanks, life insurance legislation and licensing and regulation of agents. On the next day will be taken up automobile insurance matters, A. & H. legislation and bailees insurance. Insurance law revision is scheduled for discussion Oct. 13 and there will be an executive meeting of superintendents Oct. 13 and 14.

BIG MARKET

Small Corporations Offer Agent Pension Plan Field

NEW YORK - There are approxi-NEW YORK — There are approximately 150,000 corporations in the U. Semploying less than 100 people, who are prospects for pension plan sales, Lambert Huppeler, general agent New England Mutual, New York City, and pension plan consultant, said in a talk to Manhattan Life agents.

In selecting the small corporations to approach he suggested: Check the records of previous business insurance

approach he suggested: Check the rec-ords of previous business insurance sales to corporations; get the names of officers and directors who have pur-chased personal insurance; use acquaint-ances in firms to obtain a favorable in-troduction to the president. Often bank executives, accountants, and attorneys can furnish introductions to new pros-perts.

Must Handle Regular Work

The agents who have been most successful in pension trust work, he said, are those who have demonstrated by their sales records that they can handle this system of selling without losing sight of their everyday work on regular prospects. One successful general agent advised working the "bread and butter" business the first three days of the week, and spending the balance of the week on insurance specialties such as pension trusts and business insurance. In 95% of the successful pension trust sales interviews the president of the cor-

In 95% of the successful pension trust sales interviews the president of the corporation is present. To close a sale the man who can say "Yes" must be present, and he should be included in all discussions held to build the plan. Mr. Huppeler suggested starting interviews at 10 a.m. or at 2 p.m. to insure sufficient time for the presentation without interruption.

interruption.

From the beginning of the interview

the agent's purpose is to bring about a discussion of the business reasons for adopting a pension plan. One way to open the interview is to ask, "Have you ever considered a pension plan for your employes?" Generally, said Mr. Huppeler, the agent gets the following answers: It would cost too much; have considered it, have several proposals, but—; employes wouldn't appreciate it; young corporation, don't need a pension plan; can afford it now but not in the next depression; and so forth. These original objections must be answered before the agent can begin talking about business reasons for installing a pension plan. the agent's purpose is to bring about a

plan.

Mr. Huppeler suggested the following as answers: As to cost, it is recommended that participating employes be limited to permanent personnel, with at least five years of service, and at least 30 years old. Executives have been surprised at the amount of retirement pensions provide he combined. prised at the amount of retirement pensions providable through the combination of social security benefits and a private plan which costs only 12% to 15% of the participating employes payroll.

If other proposals are under consideration, the agent ought to ask, "Have you ever considered why other corporations feel that a pension plan is a sound business investment?"

Employes Ready to Share Cost

The experience with pension trust plans has been that 98% of employes eligible to participate have been both grateful and ready to pay a share of the cost.

As the corporation grows older so do the men and women who contribute (CONTINUED ON PAGE 18)

Score Card on State Laws as Moratorium Ends

A review of the extent of the present regulation of insurance by state laws has been issued in a preliminary report of the special committee of American Bar Assn.'s insurance section that has been extending the commence of the commence of

American Bar Assn.'s insurance section that has been studying the commerce status of insurance.

The committee, headed by John V. Bloys, assistant general counsel of Life Insurance Assn. of America, points out that with the expiration of the moratorium July 1, the federal anti-trust acts become applicable to insurance to the extent that it is not regulated by state law. The report includes tables giving statute chapters of rate regulatory laws by states for fire and marine, casualty and surety, and the fair trade practices.

La. Insurance Code Is Up to Governor

The new Louisiana insurance code bill was expected to be signed by the governor, perhaps this week. The house passed the measure without change, but in the senate it ran into a filibuster, and a number of controversial amendments were introduced. However, none of these affected legal reserve life companies.

The principal objection of the life companies.

The principal objection of the life companies to the legislation, which they had watched closely, since the first draft of the revision, was to the reduction from \$20,000 to \$10,000 in the maximum of insurance under the group deficition. from \$20,000 to \$10,000 in the maximum of insurance under the group definition. No explanation of this change was given. When the bill went back to the house on Sunday for concurrence a number of life representatives were on hand but they were unsuccessful in restoring the group amount of \$20,000. One reason was that the insurance department opposed doing anything that would require the return of the measure to the senate.

To Revise Interpretation

The new code is expected to correct the judicial interpretation that a defense based on the aviation exclusion clause is barred by the incontestable clause. The courts had followed a case establishing

the precedent.

The code also clarifies the tax laws to permit deduction of return premiums. Companies had been permitted to do this to some extent but now the deduction of such premiums is specifically permitted.

mitted.

In general the new code brings together all laws bearing on insurance where previously they had been scattered through the statute books and represented a confusing hodge-podge. The resented a confusing hodge-podge. The code is based to a considerable extent on the Washington, Illinois and New York insurance laws and, of course, includes some insurance measures pecu-liar to Louisiana.

Many N. J. UCD Problems

Companies writing group disability now are discussing plans for handling the business that will arise as a result of the recently enacted temporary disability law in New Jersey. It will be impossible to get up specific contracts to offer employers until the state unemployment compensation commission is sues rules and regulations to govern the sues rules and regulations to govern the coverage for private carriers. This the commission is expected to do, at least

commission is expected to do, at least before Oct. 1.

An illustration of the type of problem that must be worked out is that of the worker who is employed Monday through Friday by one employer that uses a private plan of insurance, but who works part-time Saturdays for another employer that has the state plan of disability coverage. The law says that an employe covered by a private plan cannot be insured in the state plan.

Reflection

An artist, when making a drawing of a painting, sometimes tries the trick of holding it before a mirror to observe the reflection. Because of the reversal of composition the artist thus has a new way of seeing his drawing and finds it out of balance and can then correct the drawing.

When we first see a new photographic portrait of ourselves we often think the likeness is not true. This is not necessarily a fault in the photograph, but rather in our conception of how we look, because the only way we usually see ourselves is by looking in a mirror where the likeness is reversed left and right.

Since we do not know too clearly how we look, sometimes it's a good thing to get a new viewpoint. Rather than our look in the mirror of our own minds, what we need is someone else's viewpoint.

THE PENN MUTUAL LIFE INSURANCE CO.

JOHN A. STEVENSON

INDEPENDENCE SQUARE, PHILADELPHIA

XUM

Perry, Mass. Mutual Chairman, Retires After 51 Years

SPRINGFIELD, MASS. - Bertrand J. Perry is retiring as chairman of Massachusetts Mu-

Massachusetts Mutual, after 51 years' service. He will continue on the board. The Perrys will reside permanently at their Norwich, Vt., place.

Mr. Perry start-

Mr. Perry start-ed with Massachusetts Mutual as an actuarial clerk in 1897. Five years later he was transferred to the pre-mium department.



In 1912 he was made chief clerk and office manager, a new position necessitated by business expansion. Three years later he was appointed assistant secretary and in 1926

O U R ANNOUNCE-MENT TWO WEEKS AGO CONCERNING OUR NEW FILM DIVISION HAS BROUGHT A FLOOD OF IN-

EVIDENTLY YOU AGREE that the time for the use of film techniques in our business is long overdue. So we are moving as rapidly as possible and hope within sixty days to be able to make definite announcements, subjects, release, schedules, distribution system and costs.

ONE FILM IS ALMOST COM-PLETED, a second is in the shooting stage, a third in script. These three will complitute R & R's first film "package," each running in beauti-ful would and technicolor for about

THE FIRST FILMS will not be reaming films in the sense in which the word is generally used. Rather they are highly emotional (isn't our business the most emotional business in the world, anyway?) and are designed to resell the agent the great service of life insurance. For what most men need is not a deeper knowledge of life insurance, but rather the constant stirring so they never forget what life insurance does when it goes to work.

WE THINK THE FIRST R & R PACKAGE WILL MAKE HIS-TORY AND WE WILL GIVE YOU THE COMPLETE DE-TAILS AS SOON AS POS-



was elected secretary. In 1928 he became vice-president and a director. He was elected president in 1936 and chairman in 1945.

man in 1945.

For more than 20 years he was head of investment activities which meant in recent years placing at work approximately \$1 million each business day. The home office stands as a testimonial to his vision and skill in office management. He selected the site and planned the layout and extraorgement of the hill. the layout and arrangement of the build-

Mr. Perry was an early exponent of Mr. Perry was an early exponent of scientific office management. Many of his methods, practices, and machine adaptations are in general use throughout the country. In 1942, he received the fellowship award of National Office Management Assn., granted only those advanced through ranks of office management to high executive positions.

He was born at Claremont, N. H., and went to Springfield, Mass., at the

He was born at Claremont, N. H., and went to Springfield, Mass., at the age of seven. After graduation from high school in 1894 he went with Overman Wheel Co. at Chicopee Falls, Mass., with the idea of becoming a mechanical engineer. However when this bicycle business failed, he became a newspaper reporter and then joined Massachusetts Mutual.

He is a director of the Springfield

He is a director of the Springfield Fire & Marine companies, trustee of Hampden Savings Bank, and chairman investment committee of Springfield

Return on Single Premium Life and Annuities Not Taxable as an Annuity

The U. S. tax court, in J. Giltner Igleheart, Sr., vs. Commissioner of Inter-nal Revenue, has held that the return to the owner on so-called single pre-mium life and annuity contracts that were so popular in the early 1930's do not constitute amounts that are received as annuities under annuity contracts and hence are not subject to the 3% annuity taxation rule. The court held that the annual payments and the additional amounts distributed by the in-surers out of surplus earnings to the owner are includable in the latter's gross income. The annual payment, the court said, does not include any return of capital and the taxpayer has made an investment rather than a purchase of an annuity. Each of the contracts is an agreement under which the individual, for an additional consideration, has deposited money with an insurance com-pany, and the latter has agreed to pay an annual amount for its use until the happening of certain contingencies when mappening of certain contingencies when the principal sum is to be paid. There were a total of nine such contracts in-volved in Equitable Society, Penn Mu-tual and Sun Life of Canada. The to-tal amount received by Igleheart in 1941 under these contracts was \$7,173.

Great-West Life has been licensed in Kentucky, bringing to 13 the states in which the company is licensed.

Berge Discloses Aims of Insurance **Advertisers Body**

Mail Order Insurers **Adopt Fair Advertising**

WASHINGTON—Objects for which Assn. of Insurance Advertisers has been

formed, as stated in its by-laws, are:

1. To create the highest possible standards of advertising and business ethics on the part of insurers eligible for mambership. membership.

2. To establish fair standards of adver-tising for such insurers and protect the public from unfair, deceptive, or fraudu-lent practices or misleading advertisements

3. To initiate at an appropriate time the formulation of industry trade practice rules for such insurers and cooperate with federal trade commission in the formulation and enforcement of such

rules.

4. To promote the general welfare and interest of the members and the public.

By-Laws Are Adopted

By-laws have been adopted by mail vote of association directors, including amendments suggested by Wendell Berge, association counsel, following organization meetings here and at Chicago at which he was authorized to prepare

While the by-laws have not been made public, it is understood they include a fair advertising code which has been discussed with the Postoffice Depart-

That code will be incorporated in a proposed code of fair trade practices to be submitted to FTC, for consideration at a trade practice conference between FTC and association representatives, which has been applied for by Mr. Berge. Object of such a conference is to secure agreement among companies concerned with FTC on a code of what trade practices are considered fair and what ones unfair. If such a code is approved by FTC, the presumption is that that agency would not investigate or at tack companies engaging in fair practices, while companies would undertake to police themselves and follow only fair This relieves FTC of some practices. the burdens of investigation and prosecution of members of an industry covered by a fair trade practice code. Usually, FTC grants requests for trade pracconferences.

No mail order insurance trade prac-No mail order insurance trade practice conference is planned for this summer. Trade practice codes usually prescribe mandatory rules, specified practices prohibited by law, and voluntary rules which foster and promote fair practices. The latter are expected to be voluntarily enforced by industry members, while FTC goes after practices listed under mandatory rules.

The new association is understood open to all mail order companies—life, hospitalization and other lines as well as A. & H.—whether they do all their business by mail or have agents to follow up mail advertising.

While names of members are not yet

While names of members are not year available, it is understood 14 companies have joined, four more propose to do so nocessary procedure, while a through necessary procedure, v substantial number of others are substantial number of others are inter-ested." Roughly, it is estimated 30 or 35 substantial companies do business solely by mail. Others, who employ some agents, are eligible to membership.

Officers Are Named

Besides President E. J. Becker, who is head of Mutual Hospitalization of Delaware, and Mr. Berge, other officers are: Vice-president, S. B. Hunt, American Life & Accident, St. Louis; secretary, Charles Rowan, Milwaukee, a paid official; treasurer, Ross Ream, National Protective, Kansas City.

Protective, Kansas City.
Directors are S. E. Wolcott, Reliance
Life & Casualty, Phoenix, Ariz., and
Harold Farber, Service Life, Omaha,
besides Messrs. Becker, Hunt and Ream.

The directors will meet late in July to consider, among other things, the question of publicity for the association, its by-laws, objectives, plans, purposes, etc. There will be an annual membership meeting at a date not yet set and special meetings subject to call.

Cites Principal Purpose

Mr. Berge sees the principal purpose the association to better the situation of mail order companies and improve the public relations of the industry. As the association demonstrates it can do these jobs and aid its members in attaining higher standards of advertising and engaging in trade practices generally acceptable to the Postoffice Department and FTC, increase of membership is expected.

while the advertising code has not yet been submitted to the Postoffice, its approval by that department and observapproval by that department and observed ance of that code is expected to improve materially the standing of the business in departmental eyes and incidentally re-lieve the department of some of the work of investigating mail order com-

panies.
A Department-approved advertising code would carry weight with FTC.

Any unfair trade practice of the com-

panies relating to competition in inter-state commerce or involving deception of the public is subject to FTC juris-diction. It is the view of association people, however, that this does not mean FTC could dictate the terms of policies. They say all companies are subject to state jurisdiction in that respect.

Radio Within FTC Scope

FTC jurisdiction over false advertising extends to all media, including radio and it is said, television, which are outthe scope of the mails.

Besides its mandate from Congress to work on mail order companies to the extent of at least \$10,000 during the year beginning July 1, association people be-lieve FTC could use part of its general funds, if necessary, for a broad investi-gation of mail order insurance.

Both the association and FTC, it is understood, would rather work out a trade practice conference and fair trade practice rules for the mail order business, with a view to self-discipline, than through adversary proceedings involving formal investigation, complaint by the commission, public hearings and pos-sible commission cease and desist order and court proceedings.

The new association aims are de scribed as trying to see that members

scribed as trying to see that members' conduct is such as to avoid conflict with federal government agencies; work out codes with POD and FTC, and improve public relations.

It is realized that unless mail order companies can "clean up their own house", there probably would be a series of proceedings that would give the business a "black eye."

The association will work with any (CONTINUED FROM PAGE 19)

Colleggues Honor Cox on Retirement



John Hancock officers and directors tendered a farewell luncheon on his retirement John Hancock officers and directors tendered a farewell luncheon on his retirement to Guy W. Cox, chairman. Seated, left to right, are Charles L. Ayling, director; Paul F. Clark, president; Mr. Cox; Elwyn G. Preston, Charles Francis Adams, Daniel L. Marsh, and James V. Toner, directors.

Standing are Ralph Lowell, director; Charles J. Diman, vice-president; Edward Dane, director; Byron K. Elliott, vice-president and general counsel; Olen E. Anderson, vice-president; Carl P. Dennett, director; Harold A. Grout, vice-president and actuary; Albert M. Creighton, Charles E. Spencer, Jr., directors.

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Lincoln National Leaders Hold Forth at Mackinac

The second regional sales congress of Lincoln National Life was held at Mackinac Island, Mich., this week, with 225 qualifiers from 10 states and also by President Club members from all parts of the country, as well as head office

praised the role of agents in the econ-

omy of the nation.

Dr. W. H. Scoins, in telling how
"The Lincoln Underwrites a Case," described home office underwriting procedures and problems.

Federal Taxation Talk

"Life Insurance and the Shifting Sands of Federal Taxation" was then discussed by Clyde J. Cover, assistant general counsel.

W. C. Brudi, superintendent of agencies, discussed methods of "Profitable Selling," and emphasized the importance of concentrating on business of good quality. He stated that although lapse rates in general are rising, the individual agent need not be a victim of national trends.

At a breakfast for the ladies, Dr. Louis A. Warren, historian of the company, talked on "The Woman in Lincoln's Life."

W. T. Plogsterth, director of field service, presided over the Tuesday morning business session which featured talks by three outstanding producers and by H. P. Gravengaard, vice-president of the National Underwriter Co. G. L. Shoup, Grand Rapids general agent, and I. Perry Crow talked on "What Programming Means to Us."

Ansel A. Richards of Roanoke, Ind., who has qualified for the President Club, every year since affiliating with the company, described his methods which have resulted in "Possibilities Unlimited" for him.

Mr. Gravengaard described the op-

Mr. Gravengaard described the op-portunities and the challenges to be found in the field of business insurance.

Tuesday afternoon, Arthur C. Rogers, manager of the group department, and Carl R. Ashman, actuary, group department, conducted a group insurance conference.

The banquet was held Tuesday evening, and there Mr. Cross presented awards of achievement and installed members of the honor clubs. Superintendent of Agencies A. H. Hammond delivered an inspiring and entertaining talk. President McAndless gave an address

talk. President McAndless gave an address.

The opening address of the Wednesday morning business session, presided over again by Mr. Cross, was delivered by John W. Clarke, investment securities business man of Chicago. He spoke on "The Prospect Looks at the Insurance Man."

Dr. Warren spoke on "Capturing the Spirit of Lincoln."

Mr. Cross brought the meeting to an

Following this meeting, members of the President Club boarded a steamer for further activities. The third annual regional convention will be held at New York City, July

Agents Hear Own Sales Talks

A feature of the 21st home office training course for new agents held by Guarantee Mutual was the requirement that each man learn a sales talk which he then transcribed on a recording machine. The records, which can be played on a regular phonograph, were given to the men to take home to study for improvement. There were 18 members in the last class and J. J. Mulready of Fargo,

N. D., was elected president. The school was directed by A. B. Olson, vice-president; R. E. Kiplinger, agency vice-president and Charles P. Gish, director

New Portland Unit

A new district agency is being opened by John Hancock at Portland, Ore. The manager is Oliver F. Kent who has been promoted from assistant district manager at Los Angeles 2. The office is in the Central building.

men.

C. F. Cross, vice-president and manager of agencies, presided over the Monday morning business session.

A. J. McAndless, president, discussed the progress made by the company and provised the role of agents in the scopname of the role of agents in the scopname of the role of agents in the scopname of the King specific of the scopname of the scopname of the king specific of the scopname of the king specific of the scopname George La Fray, a former executive of Northern Life of Seattle, has been named general manager of the King County Medical Service Corp., an affiliate of the King County Medical Society at Seattle. Since release from the army as a colonel, he has been organizing the insurance branch of veterans administration in Washington, Oregon, Idaho, Montana and Alaska. The medical service corporation serves 140,000 cal service corporation serves 140,000 individuals in King county.

Becomes Western National

Palo Duro Insurance Co., Amarillo, Tex., has changed its name to Western National Life.

Companies Boosted **Medical Fund** Donations in Year

Durng 1947, the 148 member companies of Life Insurance Medical Research Fund contributed \$620,061, an increase of more than 4% over 1946 contributions and nearly \$2 million has been granted to date for research on cardiovascular diseases. The annual report from M. Albert Linton, president of Provident Mutual, and chairman of the fund, further states that sums in grant last year were more than 5% of all outside support received for medical research in U. S. and Canadian schools.

Dr. Francis R. Dieuaide, scientific director of the fund, comments in the report there is small reason to believe that medical science is on the brink of any quick or startling solution to the eradication of heart disease. He declares that more than 45% of all deaths in the U. S. are caused by heart disease and as time goes on this percentage will increase unless more effective means of prevention or cure are found. The problems to be solved call for an immense amount of research, he said. Until the fund was organized the money spent for research

in heart disease was grossly inadequate in relation to need and in relation to money available for study of other dis-

He points out that money alone is not the prime factor and that able workers must be had for this research. For this reason, the fund devotes 10% of its grants establishing medical scholarships for scientists and students. The fund has given out about \$200,000 for this purpose.

264 Insurance Banks

Of the 533 savings banks in the country, 264 are now engaged in selling life insurance, it was brought out during a panel discussion at the annual tri-state conference on savings bank life insurance at Westerly, R. I. Delegates were present from New York, Connecticut and Massachusetts. Presiding over the closing discussion was Joseph E. Perry, president of Savings Bank Life Insurance Council of Massachusetts.

Name Black at Des Moines

T. W. Black of Des Moines has been appointed general agent at Des Moines for Missouri Insurance Co., succeeding C. P. Macon, retired. Mr. Black formerly was with American National.

AVERAGE

FIRST YEAR

GROUP

COMMISSION

PER CASE

From an Analysis of New Group Clients Insured in 1947, with 50 to 206

"THE FIGURE OF THE YEAR"

shows it pays to sell PRUDENTIAL GROUP INSURANCE

use PRUDENTIAL'S

YOU YOU

Get the Prospect

Help You Sell Him

Get the Commission

GROUP SALES PLAN



INSURANCE COMPANY OF AMERICA

HOME OFFICE . . . NEWARK, N. J.

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mbers' et with rk out nprove order own series

NEW MORTGAGE REDEMPTION POLICIES

with reducing term insurance is the latest addition to our agents' sales kits

Coverage for 10, 15 or 20 years Premiums Payable Only for 7. 11 or 15 years

Full details, including rates and dividends, furnished freely on request to Agency Department.

The

MIDLAND MUTUAL LIFE INSURANCE COMPANY

250 East Broad Street Columbus 16, Ohio



A UNIQUE POLICY....

is an unusually flexible contract, with coupons that offer: reduced premiums beginning with the sixth year, investment provisions that increase the paid-up value, length-of-payment reductions, and provision for increasing the amount of life annuity income at the age selected by the policyholder. This contract is also profit-sharing, beginning the end of the second year.

Are you interessed and qualified to present the DEFENDER?

A STRONG COMPANY BUILDING A STRONG WEST Write or Wire



First South and Main Street

Ray H. Peterson, President

Salt Lake City 1, Utah Kenneth W. Cring, Supt. of Agencies

Name N.A.I.C. Head Office Aid

RALEIGH, N. C .- John T. Richardson has resigned as general agent of Aetna Life at Charlotte, N. C., to become the first assistant secretary of National Assn. of Insurance Commis-

National Assn. of Insurance Commissioners. His office will be located at 941-2-3 Insurance building here.

Mr. Richardson was born in South Carolina in 1896 and was graduated from Presbyterian College, Clinton, S. C. Mr. Richardson went with Equitable Society at Richmond and in 1925 became affiliated with Aetna Life. From 1935 amhated with Aetha Life. From 1955 until 1944 he was a partner in the general agency of Upshaw & Richardson, at Raleigh, and since then has been general agent for the western half of North Carolina.

He has been president of Raleigh Life Underwriters Assn., president and treas-urer of North Carolina State Assn. of urer of North Carolina State Assn. of Life Underwriters, national committee-man of the National Assn. of Life Un-derwriters, vice-president of General Agents & Managers Assn. of Charlotte Mr. Richardson will be closely associ-ated with Commissioner Hodges of North Carolina who is N.A.I.C. secre-

No. Amer. L. & C. New Home Office Is Dedicated; Agents' Gathering

MINNEAPOLIS—At an impressive ceremony here Thursday, the new ultra-modern stone and marble home office building of North American Life & Casualty of Minneapolis was formally dedicated as a part of a three-day program attended by executives and producers.

Speakers at the dedication exercises

Speakers at the dedication exercises included Gov. Youngdahl of Minnesota, Commissioner Harris, V. J. Skutt, president Health & Accident Underwriters Conference; R. L. Hogg, executive vice-president American Life Convention, Chicago; H. J. Johnson, president Institute of Life Insurance, New York City, and H. P. Skoglund, president North American L. & C.

New York City, and H. P. Skoglund, president North American L. & C. A. N. Johnson, the company's general counsel, presided.

In the evening a reception and banquet was held with A. Gordon Nairn, executive vice-president Life Underwriters Assn. of Canada, as speaker.

The new building occupies a commanding site overlooking Loring park and the business district. It is four stories high, 290 feet long and 77 feet wide. It includes a spacious auditorium, modern kitchen and cafeteria, director's room, consultation rooms and recrearoom, consultation rooms and recreation rooms.

About 350 agents and their wives at-tended the dedication and remained for the two-day convention which followed.

The new home office also will house

several business organizations, among them the Minneapolis Chamber of Commerce, Better Business Bureau, Insurance Buyers Assn. of Minnesota and

Four North Americans Win Prizes at British Meeting

There were three papers, presented by There were three papers, presented by four actuaries from North America, among the eight prize winning papers at the Institute of Actuaries centenary assembly in London, England. M. Althe Institute of Actuaries centenary assembly in London, England. M. Albert Linton, president of Provident Mutual, was rewarded for his paper, "Social Insurance in the United States Since 1935." A. J. McAndless, president and F. J. McDiarmid, vice-president of Lincoln National, were rewarded for their joint paper, "Investments of Life Insurance Companies from the United States." Arthur Pedoe, life manager and actuary for Canada of Prudential Assurance, was rewarded for his paper, "The Survival of the Unfit and Its Influence on Mortality."

I. I. Dickerson, Ir., N. J. Commissioner

John J. Dickerson, Jr., has been appointed banking and insurance commissioner of New Jersey, filling the post vacated by Lawrence B. Carey.

Mr. Dickerson will continue to serve

as mayor of Palisades Park as well as manage his business, John J. Dickerson, Inc., New York realty firm.

NSLI Term Policies Can Be Renewed for 5 Years More

WASHINGTON — Legislation has been passed to permit renewal of National Service Life 5-year level premium term policies issued before Jan. 1, 1948, for an additional five-year period 1948, for an additional five-year period without medical examination and at the

premium rate for the attained age.

The bill amends the law so as to The bill amends the law so as to make provision, in cases of total disability of insured, for renewal of the term insurance for an additional five-year period at the premium rate for the then attained age. The House veterans committee sponsoring the bill believed this provision would enable the insured. this provision would enable the insured, upon recovery from temporary total disability, to continue his insurance at lowest premium rate. Upon recovery the insured could select the most advantageous form of policy for permanent insurance. insurance.

The average attained age of NSL policyholders, the committee found, is about 28 years. This group includes many young men who have not completed their education or attained economic stability, and renewal of level premium term coverage is believed to be advantageous to them.

The committee agreed with Gen. Carl

The committee agreed with Gen. Carl R. Gray, veterans administrator, that there should be a deadline of Jan. 1, 1948, as they said "it is generally accepted that term insurance for an indefinite period is not advantageous to policyholders."

It is pointed out that under this lim-It is pointed out that under this initiation no insured will have to convert to a permanent plan before 1953 and the belief was expressed that by that time the economic dislocations of the recent war will have been largely spent.

Publicize Dallas Course

O. Sam Cummings, general agent for Kansas City Life, Dallas, is chairman of Kansas City Life, Dallas, is chairman of a newly formed public relations committee for the Southern Methodist course. Members are W. A. Lewis, Great American Reserve, and John Briggs, Southland Life. The committee has retained an advertising agency to carry out 30 promotional plans.

Father and Son



One of the features of the celebration honoring C. A. Craig's 80th birthday was the presentation by him of a 35-year serv-ice pin to his son, Edwin W. Craig, presi-dent of National Life & Accident. Shown dent of National Life & Accident. Shown above are Mr. Craig as he made this presentation, and Edwin W. Craig as he responds. C. A. Craig is executive committee chairman of National L. & A. Re

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Operations Audits Used as Curb on Rising Costs

NEW YORK—Plagued with sharply significant. It will soon be ready for mounting salary costs, top management in life insurance is taking a personal interest in the expense problem and making it a matter of the first importance. Added to higher salaries is the problem

Office help is somewhat easier to get than it was but there are still so many jobs available that there isn't the incen-

for the average employe to do much more than enough to get by.

The result of all this is that many chief executives are turning to surveys by outside organizations or by their own people to determine what can be done to eliminate needless procedures and handle the essential ones more efficiently. Some companies have already had their operations surveyed in this manner, with gratifying results.

Work of Edward F. O'Toole

In fact, the leading organization in this field, Edward F. O'Toole Associates of New York City, has saved all its life insurance clients at least the price of its fee during the first six months, following the installation of recommended changes.

There is so much interest in the cost

problem that the eastern office equipment and planning committee of Life Office Management Assn. has compiled a check list of several hundred items so that companies can make a self-audit of their operations in the greatest possible detail for all items that have been found

distribution.

Basis of this check-list and the O'Toole system is the operational audit idea developed by Frank L. Rowland, executive secretary of L.O.M.A., when he was secretary of Lincoln National Life and presented by him in a paper before L.O.M.A. in 1931, when, as now costs were looming as an increasingly important matter. He pointed out that while a financial audit is presumed to give the owners of a company and give the owners of a company and others an unbiased and accurate report of the financial condition of a company it rarely attempts to analyze the reasons on the degree of operating efficiency with which the business is conducted. He emphasized that to the management and the owners the latter field of investigation. gation is of at least equal importance

with the former.

Many procedures that were adopted without much forethought or that were useful when adopted but are not needed under changed conditions will be revealed by operations audits. Sometimes companies are backward about mechanizing and on occasions they are found to be over-mechanized, using more comto be over-mechanized, using more com-plex and expensive equipment than is justified. Rental on a tabulating ma-chine, for example, may be the equiva-lent of the salaries of several clerks. The machine may be costly unless it can be kept busy enough of the time to war-rant the higher expense. rant the higher expense.

Judge Goldsborough Pays Respects to Actuaries

WASHINGTON — In throwing out a suit brought by Ezra Van Horn, soft coal mine owners' trustee of United Mine Workers welfare and retirement fund, Federal Judge Goldsborough here took a pot shot at the actuarial profes-sion. Commenting upon the fact that the trustees had secured reports from

sion. Commenting upon the fact that the trustees had secured reports from three different actuaries upon John L. Lewis' plan to pension miners 60 years of age after 20 years' service, Judge Goldsborough said:

"Of course the court knows from rather long business experience that actuaries reach very many different conclusions if they want to reach them. I once knew an insurance actuary, a rather famous one, who claimed he could reach any conclusion you asked him to reach."

The court in effect upheld the compromise plan voted by Lewis and Senator Bridges as trustees, but objected to by Van Horn, providing for \$100 monthly pension to miners 62 years of age, after 20 years' service, and who were employed May 29, 1946. The court described such a pension as "meager" and "just enough to keep them from being objects of charity in their old age... to give them a little dignity—a little something to enable them to hold their heads up."

Van Horn had sought an injunction

Van Horn had sought an injunction against his fellow trustees to prevent them carrying out this plan and disbursing money from the fund, which is now about \$45 million.

Robison Named at Duluth

DULUTH—W. LaVon Robison, formerly general agent at Minneapolis for Mutual Life, has been appointed general agent at Duluth by Minnesota Mutual. His office is in the Bradley build-

Clark, Linton, Riehle on U. S. Chamber Committee

WASHINGTON - Joseph F. Mat-WASHINGTON — Joseph F. Matthai, executive vice-president of United
States Fidelity & Guaranty, has been
appointed chairman of the insurance
committee of U. S. Chamber of Commerce. Carl N. Jacobs, president of
Hardware Mutual Casualty, is vicechairman. They are the two directors
of the chamber representing insurance.

of the chamber representing insurance. Last year Mr. Jacobs served as chairman and Mr. Matthai as vice-chairman. The chamber rotates at least one-third of the membership of its departmental committees every year. In accordance with that practice, 10 new members have been appointed to the insurance committee, making a total of 29. New members other than fire-casualty men are:

29. New members other than fire-casualty men are:
 Dwight L. Clarke, president of Occidental Life of Los Angeles; S. T. Crossland, vice-president, Ethyl Corp., New York; Lendon A. Knight, general attorney Royal Neighbors; J. Harry LaBrum, Conlen, LaBrum & Beechwood, attorneys, Philadelphia; M. Albert Linton, president Provident Mutual Life; Theodore M. Riehle, president John M. Riehle & Co., New York City, general agents Equitable Society, New York.

R. D. Longmire in Change

R. D. Longmire has resigned as secretary of Woodmen of the World of Denver and is returning to California to enter agency work with another com-

nother agency work with another company. His plans are not yet announced. He attended the company's annual meeting at Glacier National Park.

Mr. Longmire was secretary for the past four years. Prior to that he was in charge of agents in northern California.

To avoid delay in delivery and the necessity of re-mailing correspondence for RAY HODGES, C.LU.,

should be directed to his home address 1024 Richwood Ave., Cincinnati 26, Ohio. Thanks, Ray Hodges

Chicago is a Great City



Chicago Park District Photo

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ADLER PLANETARIUM

See the stars and the planets on the night Christ was born! At the snap of a switch they roll into new positions and you see how the heavens will look on the night of June 15, 2075 A.D.! At Chicago's great Adler Planetarium the Sun, Moon and Stars obey the touch of Man. Mysteries of the universe unfold before you in a thrilling drama with the celestial bodies as actors.

Chicago's "hall of the heavens" ranks as one of the great manmade marvels of our time. Each year thousands of persons from all over the world come here to sit in hushed fascination at this "Show of Shows." If the wonders of the heavens interest you, too-visit Adler Planetarium on Chicago's lake front.

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Our Company is an old-line legal reserve life insurance company, specializing in Accident and Health contracts and serving more than a million policyholders. Maybe we can



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Republican Victory Would Not Dispel Compulsory Threat

MINNEAPOLIIS—A victory in November for the Republican party, which is now in control of Congress, would not in any way dispel the threat of federal compulsory insurance legislation, Dr. Marjorie Shearon, Washington, D. C., legislative consultant and recognized authority on social legislation, declared in addressing the annual meeting here of National Assn. of A. & H. Underwriters. She declared that politicians in all parties are perfectly willing to flirt with these ideas for promotion of the "welfare state," partly because of the revenue-raising angle and also because of the votes which accrue from promising labor something for nothing. ing labor something for nothing.

She pointed out that the Republicans have written into their platform a plank calling for extension of old age and survivors insurance and that the advisory committee of the Republican-dominated senate finance committee has just published a record of the results of the result published a report on permanent and to-tal disability insurance in which it rec-ommends extension of the OASI

program to cover cash benefits for permanent and total disability, without any increase in taxes at the start. "If a business resulting from government stimulation of interest in insurance will benefits of \$25, \$50 or \$78.75 a month without paying a cent, is he likely to pay heavy premiums to an insurance whole job under a system of compressive social insurance." manent and total disability, without any increase in taxes at the start. "If a man can be insured for life for disability benefits of \$25, \$50 or \$78.75 a month without paying a cent, is he likely to pay heavy premiums to an insurance company for such protection?" she

Support Voted for ILO

Furthermore, she said that Congress in the closing days of its session adopted the new constitution of the Socialist-dominated International Labor Organization, formerly boycotted by the United States, which she described as the fountainhead of compulsory insurthe fountainhead of compulsory insur-ance propaganda, and voted more than \$1 million annually as a contribution toward its support. This new constitu-tion embodies a declaration of "aims and purposes" which includes "the exten-sion of social security measures to pro-vide a basic income to all in need of such protection, and comprehensive medical care."

"It must be perfectly obvious that if we continue to follow through on these commitments as we have been doing," she said, "and if we follow through on Democratic and Republican recommendations, we will substitute social insur-

Candidates Position Analyzed

Taking up the positions of the Re-publican presidential and vice-presiden-tial candidates, she said that Dewey has come out strongly in the past two years against compulsory "health" insurance. Warren has come out even more Warren has come out even more strongly and for a much longer time in favor of such insurance. Dewey has promised to make Warren a "full partner" in his administration, if elected, and thus Warren counts not only on the time-honored statutory job of president of the senate but also on new functions and the base become propried him by said to have been promised him by Dewey.

She raised the question as to what effect he will have on Dewey, if both are elected. The Democrats are already committed to federal "health" insurance committed to federal "health" insurance legislation and are more than likely to include it in their platform to attract the labor vote. "How long do you think the Republicans will abide by the Dewey opposition to federal 'health' insurance? How soon will he adopt Warren's views as a matter of political expediency?"

Employe Benefits 70% More **Than Dividend Payments**

The American economy is distributing an increasing percentage of its in-come in the form of pensions, sick bene-fits, unemployment compensation and fits, unemployment compensation and compensation for industrial accidents. In 1946, these payments were 70% more than the total dividend payments of all American corporations, Dr. Sumner H. Slichter of Harvard University, said in addressing the final session of the Life Officers Investment Seminar.

"Although three times as much capital is used seer worker as in 1880, the

Although three times as in 1880, the share of the national income going to property owners in the form of profits, interest, and rent has dropped from

interest, and rent has dropped from about one-fourth in 1880 to one-sixth in 1947," he observed.

One of the greatest problems of the U. S. economy, he declared, is the growing expenses of government. After every previous war the expenses of the U. S. have dropped to less than 5% of national income. The present expenses alone are running 25%. During the next five years, the government will spend a total of at least \$50 billion on military expenses, and its military exspend a total of at least \$50 billion on military expenses, and its military expenditures during this period are likely to be closer to \$100 billion. In addition, the government will probably give over \$15 billion for European and Asiatic relief. Plainly a great increase in production is needed to make possible a substantial rise in the American standard of living during the next five years. ard of living during the next five years. To increase production industry needs more and better plants and equipment. There is 9% less plant and equipment per worker today than in 1929. A subper worker today than in 1929. A substantial expansion of plant and equipment needs to be encouraged. Industry, however, has had difficulty in raising capital funds from the general public and has had to plow back a large part of its earnings in order to pay for needed plant and equipment.

Agency Heads Honor Knapp

Some 50 general agents and Philadelphia Life home office staff celebrated at a dinner the conclusion of a four weeks business campaign honoring the 40th anniversary with the company of Theodore C. Knapp, executive vice-president, and the birthday of William C. Elliott, president. Mr. Knapp was presented a silver service by the general agents and the home office presented him an engraved watch. Business paid for during the month of the campaign amounted to the month of the campaign amounted to \$2,405,810, an increase over May, 1947, of \$1 million.

Virginia, Detroit Lead in Sales Gains for May

Virginia showed the greatest increase in ordinary life sales in May followed by Louisiana and Georgia, Life Insurance Agency Management Assn. reports. Ordinary business decreased 3% in May countrywide while Virginia sales gained 14%, Louisiana 11% and Georgia 10%. For the first five months, with national ordinary sales unchanged from a year ago, Montana and Virginia led with increasts of 10%. West Virginia was second, up 8% over last year. Detroit showed the greatest increase among large cities for May with a gain of 9%. Philadelphia was second with 3%. Detroit led for the five months with increases of 10%.

May Five Month

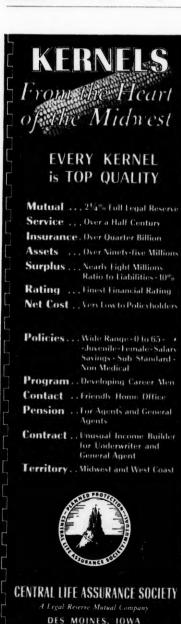
with mercuses of 10/6.	
May	Five Month
Boston 1%	-12%
Los Angeles9	-2
Chicago —9	-3
Cleveland10	1
Detroit 9	6
New York City15	5
Philadelphia 3	5
St. Louis —9	-3



A Company of CAREER Underwriters *

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Group Production Hits Doldrums

Group sales, both of the life and casualty coverages, have been in a comparative slump for the past two months. Figures issued by Life Insurance Agency Management Assn. show that new group life sales decreased during May 31%. Various group men comment that if the number of new groups inaugurated during May and June were published, an even more startling drop in production would be recorded for all coverages.

The advent of summer naturally means slower sales in this field, but the doldrums are too pronounced to be merely seasonal.

Whatever advice they may receive

Whatever advice they may receive from the insurance people to install coverage now, many an employer is await-ing the result of Supreme Court and ing the result of Supreme Court and possible congressional attitude toward the recent NLRB decisions that pensions and group A. & H. insurance are subject to compulsory collective bargaining. The implications of the rulings are not clear to employers. They are suspicious and fearful that what steps the test to instability and the suprembles are not clear to employers. they take to insure their employes may be cast aside by employes later on.

Waiting Union Action

There is a tendency on the part of employers to wait for the unions to the take the initiative in proposing group insurance. The unions are awakening to the value of insurance, but slowly. The employers are disinclined to take this initiative and have their plans counted for naught in later collective begraning. for naught in later collective bargaining. In one case a group company had a group program almost served up which would have cost the employer about five cents an hour per employe to install. This program had been undertaken entirely on the employer's initiative. Before it could be installed, the union came through with a demand for a 13 cent an hour straight wage boost without group insurance. The employer reasoned that he couldn't stand this wage boost plus an additional five cents cents for group insurance. As long as the union had not asked for group insurance, he figured in the interest of his solvency that he had better not extend any uncalled for benefit. for naught in later collective bargaining.

Many Win Quality Award

Pacific Mutual Life has 62 agents who have been awarded the national quality award for 1948, a gain of 25% over 1947. The E. A. Ellis agency leads with 12 qualifiers, practically 100% of eligible

N. W. Mutual Agents to Gather Soon

MILWAUKEE - Plans are being completed for the annual meeting of the Northwestern Mutual Assn. of Agents Northwestern Mutual Assn. of Agents here July 26-28, and advance registrations indicate a record attendance of agents and their wives. The Special, District and General Agents Associations, C.L.U., and Half-Million-and-Over Producers will hold sessions.

The program is designed to provide the pr

The program is designed to provide analysis and discussion of vital subjects by leaders in the field and home office, according to J. Robert Guy, New York city, chairman of the standing committee. Included will be package selling, programming, business insurance, estate planning, prospecting, the 1948 revenue act, options of settlement and employes' trusts. There will be seminar sessions for specialized groups.

President Fitzgerald to Speak

Opening ceremonies Monday morning will be held in the Riverside theater downtown and will include a dramatic production based on actual life experience, and the annual message of President Edmund Fitzgerald. Winners of productoin awards will be honored at the company dinner Tuesday night. Wives will have a special program Monday afternoon.

Wives will have a special program Monday afternoon.

A feature of the Wednesday morning session will be presentation of over 60 agents, each of whom has paid for over \$10 million in Northwestern since joining it—headed by Herman Duval of New York city with over \$48,600,000.

Working with Chairman Guy are these officers and committee members: M. A. Carroll, Oshkosh, Wis., president; W. J. Snively, Janesville, Wis., vicepresident; H. J. Schwahn, Milwaukee, secretary-treasurer; Royall Brown, Winston-Salem, N. C.; Nelson D. Phelps, Chicago; E. T. Proctor, Nashville, Tenn., and Deal H. Tompkins, Charleston, W. Va.

Townsend New C.L.U. Head

. Russell Townsend, Jr., Equitable J. Russell Townsend, Jr., Equitable Life of Iowa, has been elected president of the Indianapolis C.L.U. Central vice-president is John H. Parrotte, Prudential; northern vice-president, Winston H. Robbins, Equitable Life of Iowa, Lafayette; southern, Lewis I. Petzold, John Hancock, Evansville; Hilbert E. Rust was reelected secretary.

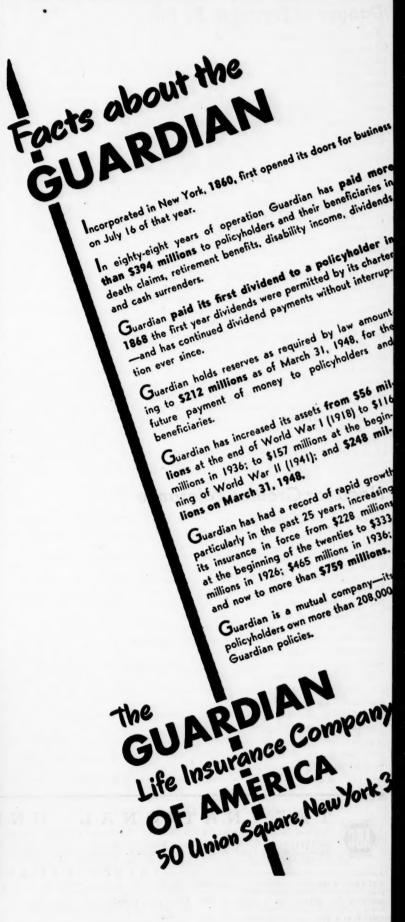
Close to 200 attended Pilot Life in-dustrial agency convention at Savannah.

N. W. Mutual Agents Group Leaders



Leading agents of Northwestern Mutual Life who make up the official staff and standing committee of the Association of Agents which will hold its annual meeting in Milwaukee July 26-28, are shown, left to right, front row (seated): H. J. Schwahn, Milwaukee, secretary-treasurer; J. Robert Guy, New York city, chairman; Marue A. Carroll, Osh-

president; William Soin, Wis., president; William J. Snively, Janesville, Wis., vice-president. Rear (standing) L. J. Evans, assistant director of agencies and home office liaison member; Royall R. Brown, Winston-Salem, N. C.; Nelson D. Phelps Chicago; E. T. Proctor, Nashville, Tenn., and Deal H. Tompkins, Charleston, W. Va.



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EDITORIAL COMMENT

Danger of Trying to Be Big

We sometimes wonder whether there mean by that there are some smaller or medium sized insurance companies that endeavor to ape the larger corporations. Companies that have failed, to a large extent, have done so because of misguided judgment of the management in endeavoring to grow too fast, taking too large quantities of food that cannot be assimilated and properly digested.

It is perhaps true that life companies have learned a lasting lesson from the great panic that followed 1929 when a to the wall. The trouble then was poor management in the way of making investments. There was nothing wrong with the actuarial, the medical and other technical features of a company but those in power went wild because they had an overweening ambition to be

There are certain things that companies of great size can do with safety most. that those of lesser mold cannot. When the management of a smaller company appreciates its limitations and a proper policy of safety is devised there is no reason why such an institution cannot become permanent. The smaller and medium sized companies should operate in a more limited territory where they can do intensive cultivation near at hand. Yet there is always the urge to go to distant shores where a larger premium income is promised.

We do not believe that the troubles is not danger at times in "bigitis." We of some years ago will be repeated today. Company executives are more con servative. They have studied the conditions of the past and they are anxious not to have them repeated. However, the danger may come in other directions. The peril may not be through the investment route. It may come from over production and the difficulty of taking care of too much new business. It may be due to unwise underwriting.

Large companies can make mistakes and they have the ability to overcome number of legal reserve institutions went them. Smaller and medium sized companies cannot afford to pile up blunders. They should follow the straight and narrow path and not get very far away from the beaten road. It might be said that the lesser sized companies have certain advantages that the larger companies do not possess. Therefore every possible opportunity should be employed to take advantage of them to the ut-

> Smaller companies can personalize their service more effectively. They are more mobile. They should not do things in a big way but they can do splendid things in a smaller way and the results will be equally profitable. The wise executive of a smaller and medium sized company will not learn his lessons so much from the larger ones but from those of his own bracket which have been a success from the start and have won a permanent place.

Need for Greater Tolerance

sions, lack of tolerance. In fact, we are living at a time when the world is upside seems to be a reflection on them. down in many particulars. People do which we are passing without these extremes and unusual attitudes of mind

Owing to this situation it behooves everyone to keep as nearly as possible ammunition. in a straight and narrow path and not wander too far from it.

this sort of topsy-turvy time. People that have claims or think they have are quibble over small things. They take of what insurance companies and agents

This is a day of abnormal living, in- dency on the part of the insurance coherent thinking, thoughtless expres- people to wrangle with claimants and assured. They take offense at what

Insurance offices notice that in cornot act in a normal way. It is impos- respondence there is a temptation to be sible to have a catastrophic era through too emphatic, outspoken and belligerent. A letter is received that may reflect on the organization or someone in it and the temptation is to fly back with equal

There is great need for people of all kinds to remember that almost every We see in insurance the results of line of business is affected. The service that was given in the past cannot be given now. There is a lack of man very likely to be unjust. They want to power. People cannot get waited on as they once did. There is a need for exception to this and that. They be- greater courtesy, respect, patience, forcome vociferous in their denunciation bearance. One's nerves naturally are frayed. One's temperament is sensido. On the other hand there is a ten- tive to conditions that would be passed take offense. We try to compare the and forbearing. Much can be done to demands of yesterday and how they temper the storm. Good feeling can were met by those of today. There really is no comparison.

he can and yet have an understanding of brighter and less full of irritations.

by in ordinary times. We are quick to the other man's problems, be lenient be spread, there can be a spirit of indulgence, sympathy and courtesy. We Everyone should do the very best that can all add something to make the days

Well Grounded on the Base

business should have the laudable amshould be ready for the various steps he has to take as he goes up the ladder. He should be prepared for every rung on which he steps. Sometimes we find a young man is put too high on the ladder. He has not had the experience and the seasoning that go with the intermediate steps. It is an unfortunate position to place a young man in when

Every young man in the insurance he is above his level. After all the experience and knowledge that one gains bition to succeed and forge ahead. He that will be of greatest importance to him as goes along comes from the lower levels. He must be well grounded on what is going on along the line. As he goes upward step by step he must grow proportionately. There are careers ruined because men have been advanced too rapidly. They have not been able to accumulate the necessary experience, outlook and sagacity.

PERSONAL SIDE OF THE BUSINESS

William H. Siegmund, general agent of Connecticut Mutual at Los Angeles, has been elected first vice commander of the San Marino Post No. 239 of American Legion.

American Legion.

Leaders in the Cincinnati life insurance fraternity were guests of Great-West Life at a cocktail party complimeting Raymond D. Ross, Jr., who has been appointed manager of that company's newly organized agency there. Mr. Ross has been a top producer for John Hancock Mutual at Cincinnati.

The home office of Great-West was represented by D. E. Kilgour, assistant general manager and superintendent of agents, and John B. Nettelfield, assistant superintendent of agents. Also on hand

superintendent of agents. Also on hand superintendent of agents. Also on hand were John Lenhart, Cleveland manager, and Robert Searle, Columbus manager. Mr. Kilgour and Mr. Nettelfield went on from Cincinnati to visit Mr. Lenhart's agency and then they went to Chicago for the housewarming cocktail party Monday of the Earl Schwemm

Ernest M. Pomerantz, Sun Life of Canada, Philadelphia, has been notified of qualification as a life member of the Million Dollar Round Table.

Keith S. Smith, assistant general agent of John Hancock at Kankakee, Ill., and life qualifying member of the Million Dollar Round Table in 1947 again has qualified for M.D.R.T.

John R. Boyle, general agent of Midwest Life at Norfolk, Neb., has completed 30 years of continuous service with the company.

Percy P. MacNab of the Leon A. Soper general agency of Phoenix Mutual at Los Angeles, this week celebrated his 30th anniversary with the company and completed his 440th week of "an-app-a-week." He was honor guest at a luncheon tendered by his associates and was presented a port-folio of congratulatory anniversary letters and telegrams from company offi-cials, associates and friends among the

He also received the 30 life men. service pin from the company. e began life insurance in New

Castle, Pa., and a quarteer of a century ago went to Los Angeles and joined the company's agency here. He is a member of the Quarter Million Club and the President's Field Staff.

For more than two decadees he has been chairman of the Los Angeles Life Underwriter Assn.'s music com and song leader at all meetings.

Charles H. Sharrick, president Lincoln Benefit Life, was elected vice-president of Optimists International at the annual convention at San Antonio. He is a past president of Lincoln Optimists Clark. timists Club; past governor of the 10th district of Optimists International and a member of the boy's work council of the inernational order.

Charles Kitzrow, assistant district manager in charge of the Prudential office at Waukesha, Wis., was honored at a dinner given to mark his 25th anniversary with the company. Jean Kelley of the company's agency department, and James Heinen, Milwaukee district manager, presented the diamond 25-year emblem and certificate.

Myron D. Noble, district agent for New England Mutual Life at Lincoln, Neb., observed his 35th anniversary with the company June 16. He is past commander of the American Legion Post No. 3, and is a member of the Post No. 3, and is a company's Pioneer Club.

Arthur A. Dobson, Midwest Life director and executive committeeman, recently returned from Greece where for the past year he was in general charge of reconstruction work. He was on the staff of former Gov. Dwight Griswold, head of the American Mission to Greece.

David D. Taylor, of Clarksburg, Va., nanager of Shenandoah Life's northern West Virginia branch, was honored at a testimonial dinner attended by com-

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pany officers and members of the branch office upon his completion of 25 years' continuous service with the company. President Paul C. Buford presented him a 25-year service emblem. For the last two years the branch has led all the company's agencies in production.

William Larsen of the Ted Dreyer general agency of Pacific Mutual Life, Tracy, Cal., has been elected mayor of

Webster D. Adams, assistant secretary New England Mutual and the company's oldest active associate in years of service, retired Thursday under the company's home office retirement plan. In his 52 years' service he worked under all but one of the company's presidents. He started as a messenger Dec. 16, 1895, and rose through different departments until he was elected assistant secretary in 1928 and head of the spoility loan department. He is presiassistant secretary in 1928 and nead of the policy loan department. He is president of the Worcester Memorial hospital at Newburyport, Mass., his home city, and a trustee of the Institute of Savings and Putnam Free School Fund in Newburyport.

Peter F. Carlsen, 84, agent of New England Mutual Life in Oakland, Cal., by way of observing his 50th anniversary in the life insurance business, submitted \$60,000 paid-for business in May to lead the company's Oakland agency. His enthe company's Oakland agency. His entire insurance career has been with New England Mutual.

DEATHS

W. G. Woleslagel, past president of the Hutchinson (Kan.) Assn. of Insur-ance Agents and former city commis-sioner, died of a heart attack in a hospi-tal there at the age of 34. He had suf-fered a heart attack two months pretered a heart attack two months previously and had been released from the hospital only two days prior and was expecting soon to return to his office. Active in civic affairs, he was past most exalted ruler of the Elks and past president Iunior Chamber of Commerce. With his father, Ernest Woleslagel, and brother, Earnest, Jr., he also represented Equitable Life of Iowa.

I. Brooks Glover. 40. manager at Ty-

Equitable Life of Iowa.

J. Brooks Glover, 40, manager at Tyler, Tex., for Southland Life, was fatally injured in an automobile accident and died at Kilgore. Long identified with life insurance, Mr. Glover joined Southland Life in 1945 and in 1947 was appointed agency manager for the newly organized east Texas territory with headquarters at Tyler. He was a graduate of the L.I.A.M.A. management school, and was president of East Texas Assn. of Life Underwriters.

Warren L. Bailey of Omaha, agent of

Warren L. Bailey of Omaha, agent of Equitable Life of Iowa, died in Pennsylvania. He was returning from the company's convention at Atlantic City.

Edwin K. Barrows, 81, of West Hartford, who retired as assistant auditor of Travelers March 31 after 60 years' service, died June 26 at his home after a short illness. When he retired, he had served longer than any other person in the home office.

He joined the company April 2, 1883, as an office boy, and first was assigned to the mailing department. He was promoted to the mortgage loan division in 1885, and when the audit department was formed he was transferred to it. In 1915 he was made assistant auditor.

was formed he was transferred to it. In 1915 he was made assistant auditor.
Two sons also are in the insurance business. Edwin B. Barrow is cashier of Travelers' branch in Hartford and Colbert K. Barrows is a Travelers agent in Hartford and president of the Hartford Life Underwriters Assn.

Carl Anderson, 50, president of Rushmore Mutual Life of Rapid City, S. D., died in his hotel room while he was a visitor at the Republican national convention in Philadelphia.

Richard Port, 62, supervisor in the secretarial department at the home office of Northwestern Mutual Life, Milwaukee, and his wife, Susan, were killed in an automobile collision on Highway 41, one mile north of Slinger, Wis. Four

men in the other car which collided headon with the Port auto were seri-ously injured. Mr. Port was past presi-dent of the Northwestern Mutuals' Quarter Century Club and active in the Supervisors Assn.

Rush Floyd Miller, 56, who at one time was associated with the Richmond agency of Equitable Society and for some years recently had been associated with Life of Virginia, died after a long illness. He was born at Buchanan, April illness. He was born at Buchanan, April 20, 1892, was educated at McGuire University School and Virginia Military Institute, where he was graduated in civil engineering in 1912.

Mrs. A. L. Dern, the widow of the late A. L. Dern who had served as vice-president and director of agencies of Lincoln National Life, died from a heart

Actuaries' Rally at London Makes Hit with U.S. Group

NEW YORK—Visitors to the centenary assembly of Institute of Actuaries of Great Britain were deeply impressed by the cordiality of their hosts, the excellence of the program, both business and social, and the smooth, efficient manner in which all aspects of the week's celebration were carried through. It was the first time that an English-speaking actuarial assembly had been held on such a large scale. There were many guests from non-English speaking countries and some of the finest talks were by men whose mother tongue was not English.

Walter Klem of Equitable Society, secretary of Actuarial Society of America, who returned by plane, arriving here Monday, said the fact that all the proceedings were in English speeded up the proceedings greatly and made for sustained interest as compared with an international congress of actuaries meeting, where there are four official languages and it is necessary to wait for each speaker's remarks to be translated into three other languages. He

for each speaker's remarks to be translated into three other languages. He feels that the English-speaking assembly idea has been proved practicable beyond a doubt and that there will be more of them.

Community of Interest

Mr. Klem was also impressed by the community of interest in actuarial discussions regardless of national boundaries. Social security, government regulation and the education and training of actuaries, for example, were discussed by actuaries from all countries with a feeling of common interest. The program was well planned to cover subjects with the greatest amount of in-

program was well planned to cover subjects with the greatest amount of interest to all.

Discussions of papers were particularly well organized. Each discussion was opened by someone chosen in advance to give a full and thought-provoking outline of the subject. Then there was informal discussion from the floor after which the subject was closed by a prearranged speaker. Because of the great number of papers only a few were chosen for discussion, thereby avoiding spreading the discussion too thin.

thin.

The visitors were greatly impressed by the entertainment arrangements, which included a reception by Sir Stafwhich included a reception by Sir Stafford Cripps, chancellor of the exchequer, on behalf of the government, and concluded with a dinner at which the final speaker was H. R. Bassford of Metropolitan Life, president of Actuarial Society of America, who responded to the final toast. Besides the official social functions every visiting actuary was entertained in the home of an English actuary.

Truman Signs NSLI Bill

WASHINGTON-President Truman has signed the act permitting a 5-year extension of 5-year level premium term National Service Life policies. Here's an Opportunity...

for a

YOUNG EXECUTIVE

who is

Seeking Broader Horizons

The LIFE UNDERWRITERS' ASSO-CIATION of the City of New York, Inc., is looking for a man to serve as its Executive Manager.

The man we want probably is associated with the life insurance business, and he has an appreciation of the scope and importance of the Association's work. He sees the position as predominantly creative and promotional—not solely that of an office manager. He recognizes the opportunity for carrying on a wide variety of Public Relations activities, and he can visualize a potential Association membership double the present size. The starting salary for the right man will be \$5,200.

If you are interested . . .

You might write in strict confidence to any member of the committee listed below, explaining your background in full detail, your qualifications, and your own concept of the job.

> Harry C. Ard, Lawrence L. Lifshey, Richard E. Myer, Benjamin D. Salinger, Lewis W. Sechtman, George P. Shoemaker

LIFE UNDERWRITERS' ASSOCIATION of the CITY of NEW YORK, Inc. HOTEL PENNSYLVANIA **NEW YORK CITY**

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AMONG COMPANY MEN

Three Advanced by Guardian Life

Daniel J. Lyons, associate actuary of Guardian Life, has been advanced to second vice-presi-



second vice-presi-dent, a newly cre-ated post, which carries the respon-sibility of coordi-nating sales, underwriting and actuarial planning activities

Irving Rosenthal, associate actuary, has been promoted to actuary. Joseph C. Barnsley, vice-president and actu-

Daniel J. Lyons ary, continues in charge of general actuarial service and policy service. Under the new setup, Mr. Rosenthal will be responsible for actuarial planning in connection with new plans of life in-surance, new types of agency contracts, determining underwriting limits and other related matters having to do with

new business. Mr. Lyons joined Guardian as assist-Mr. Lyons joined Guardian as assistant actuary in 1943, after serving for several years as chief assistant actuary in the New Jersey department. He is a fellow of Actuarial Society of America, American Institute of Actuaries and Casualty Actuarial Society. Mr. Rosenthal was with Guardian in 1930 as a clerk in the actuarial department and was made assistant actuary in 1946. He is a fellow of Actuarial Society and American Institute.

is a fellow of Actuarial Society and American Institute.

Charles H. Edwards, assistant underwriting secretary, has been advanced to underwriting secretary. This post has been vacant since the death of Curtis Evans last December. Mr. Edwards was employed in the Guardian's medical department immediately after graduating from high school in 1932. He graduated from New York University in 1940. In 1945 he was made department head in the selection department. head in the selection department.

Two N. W. Mutual Men Advanced

Verne J. Arends has been named assistant secretary of Northwestern Mu-

tual Life and William B. Minehan, executive assistant, has been transferred to the secretarial department with title

of assistant secretary.

During his 16 years with Northwestern
Mutual, Mr. Arends has had much experience, particularly in pension trusts.





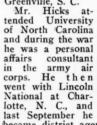
He participated in developing the comregulations and practices taining to this type of business. He has been supervisor of the pension trust division of the secretarial department.

Born in Chicago, Mr. Arends' entire business carreer has been with Northwestern Mutual. He has been active in the Supervisors Assn., has been a member of its retirement committee and of other committees dealing with pension trusts.

Mr. Minehan joined the secretarial department in 1931 following his graduation from Dartmouth. He specialized in personal and business plans in the advanced underwriting field. In his new assignment he will assist Secretary R. E. Perry generally, with special attention to matters of advanced underwriting and field contacts.

R. S. Hicks Liberty Life Home Office Supervisor

Liberty Life has appointed Robert S. Hicks, formerly with Lincoln National Life at Hickory, N. C., as home office supervisor, with offices at Greenville, S. C. Mr. Hicks attended University of North Carolina



became district agent at Hickory. He completed the course in life insurance marketing at Purdue.

He was founder and first president of Hickory Junior Chamber of Commerce.

Conn. General Promotes Many in Home Office

Connecticut General has appointed Bruce P. Hayden, Howard N. Nielson and Ben H. Wallace, regional managers in the mortgage and real estate departments. Prescott H. Finley has been named supervisor of the closing and servicing division. Herbert G. Murphy has been advanced to supervisor of the accounting division. In the actuarial department, William W. Keffer has been named supervisor of the policy

Maine Medical Plan

Maine Medical Assn. has approved a prepaid medical insurance plan that will be underwritten by private insurers. It be underwritten by private insurers. It is similar to a plan recently put into effect in Rhode Island and is expected to go into operation in Maine in 1949.

L. Roy Smith has been appointed district manager at Shreveport, La., for Lamar Life. Mr. Smith has been in the insurance business at Shreveport at various intervals and was recently appointed a director of Shreveport Assn. of Life Lindarwriters. Underwriters.

change division; Rita Newman, super-visor of the rates division; George D. Timms tabulating division supervisor and Clara Wolf valuation division superand Clara Wolf valuation division supervisor. The comptroller's department has appointed Anthony V. Labesky supervisor of accounting and A. Thomas Vaughan policy loan division supervisor. The legal department has named Gertrude Meller supervisor of the settlement plans division.

Mr. Finley graduated from Princeton in 1934 and joined Connecticut General that year. He was in the army as a captain.

that year. He was in the army as a captain.

Mr. Nielson attended Carnegie Tech and Hartford College of Law. He went with Connecticut General in 1934. He

Mr. Wallace became a mortgage loan correspondent in Atlanta for Connecticut General in 1935. In 1938 he became southeastern field representative at At-

Mr. Murphy went with Connecticut General in 1926 and was a traveling auditor for the mortgage and real estate department. He was in the air force.

auditor for the mortgage and real estate department. He was in the air force. Mr. Keffer graduated from Brown in 1943. He was discharged from the air force in 1946, and joined the actuarial department. He is a Phi Beta Kappa. Miss Newman joined Connecticut General in 1922. Mr. Timms attended Benjamin Franklin university and served in the air force, joining the company in 1947. Miss Wolf has been in the actuarial department since 1913. Mr. he actuarial department since 1913. Mr. Labesky went with the accounting division in 1926. He was appointed chief clerk in 1943.

Mr. Vaughan entered the policy loan division in 1925 and was appointed chief

division in 1925 and was appointed chief clerk in 1938. He is a former president of the Connecticut General Employes' Club, a former selectman of Hartford and a police commissioner. Miss Meller went with Connecticut General in 1919 and in 1930 began work on settlement

Dr. Morris Medical Head of Cal.-Western States

Dr. Gordon Morris has been elected medical director of California-Western States Life. He has been chief medical examiner for London Life and Great-West Life. He has also been in private practice at Windsor, Ont. He is a graduate of University of Western

Washington Natl. **Ups Four Officers**

Washington National has promoted J. B. Blandford, J. L. Loarie and P. W. Watt to vice-presidents and Theodore

Watt to vice-presidents and Theodore Heckel to second vice-president. The management and field functions of the industrial department have been separated. Mr. Loarie and Mr. Blandford each head a new division.

Mr. Loarie, who has been second vice-president in charge of the western industrial field operations, will now head the industrial home office management division. He entered the industrial department in 1919. Mr. Blandford has been second vice-president in charge of industrial field operations in eastern territory and will now be in charge of all industrial field activity.

Mr. Watt becomes vice-president in charge of the group department with which he has been connected since 1930.

PENTER'S UNDERWRITER

Accident — Health — Hospitalization
An indispensable adjunct to Home Office,
Branch Office, Underwriting and Claim
Departments. Equally indispensable in
training old and new life, accident and
health agents in the profitable method of
field underwriting. field underwriting.

Practical Gift to 1947 Sales Club Members 885 pages — 6" by 9" — Illustrated 30 Chapters Single copy \$10.00

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Fifty-Fourth Year of **Dependable Service**

* The State Life Insurance Company has paid \$160,000,000 to Policyowners and Beneficiaries since organization September 5, 1894 . . . The Company also holds over \$69,000,000 in Assets for their benefit . . . Policies in force number 102.000 and Insurance in force is over \$205,000,000... The State Life offers General Agency Opportunities — with liberal contract, and up-to-date training and service facilities -- for those quali-



THE STATE LIFE INSURANCE COMPANY

MUTUAL LEGAL RESERVE FOUNDED 1894

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ent with ice 1930. ITER

ouse , Texas Mr. Heckel has been promoted to second vice-president in the group department. He joined the company in 1925 and began in the A.&H. department, He has been assistant secretary of the company in the group department for a number of years.

Loarie, Blandford, Watt Washington National V.-P.'s

J. L. Loarie, J. B. Blandford and P. W. Watt who for several years have held the position of second vice-presi-



PAUL W. WATT

retary in the group department, has been advanced to second vice-president.

Mr. Loarie, who has been in charge of industrial field operations in the western territory, will now have full charge of the newly created industrial home office management division. He has been identified with the industrial department since 1919.

Stewart, former secretary to the president, has been promoted to assistant the comptroller. Wendell Erwin, former secretary to the president, has been promoted to assistant the comptroller. Wendell Erwin, former secretary to the president, has been promoted to assistant the comptroller. Wendell Erwin, former secretary to the president, has been promoted to assistant the comptroller. Wendell Erwin, former secretary to the president, has been promoted to assistant the comptroller. Wendell Erwin, former secretary to the president, has been promoted to assistant the comptroller. Wendell Erwin, former secretary to the president, has been promoted to assistant the comptroller. Wendell Erwin, former secretary to the president, has been promoted to assistant the comptroller. Wendell Erwin, former secretary to the president, has been promoted to assistant the comptroller. Wendell Erwin, former secretary to the president, has been promoted to assistant the comptroller. Wendell Erwin, former secretary to the president, has been promoted to assistant the comptroller. Wendell Erwin, former secretary to the president, has been promoted to assistant the comptroller. Wendell Erwin, former secretary to the president, has been promoted to assistant the comptroller. Wendell Erwin, former secretary to the comptroller.

Mr. Blandford joined Washington National in 1923 and has served the industrial department in various capacities both in the field and the home office. both in the field and the home office. Lately he has been in charge of the industrial field operations in the eastern territory. He now assumes full charge of all industrial field operations in both

east and west.
Mr. Watt joined the company in 1930

Mr. Watt joined the company in 1930 and has been in charge of the group department. Since he has headed the department, the premium volume has doubled and trebled many times.

Mr. Heckel has been with Washington National since 1925 and has served both in the field and in the home office. He will now have added responsibilities both in the production and the supervision of the field representatives operating in group offices.

United Fidelity Appoints Burgher Vice-President

Cedric Burgher, a director of United Fidelity Life, has been named a vice-president of that company. Dr. Howard K. Crutcher, medical director, and Charles D. Turner, have been elected to the board.

the board.

Mr. Burgher is a graduate of Massachusetts Institute and owner of the Burgher Construction Co. in Dallas, Mr. Turner has been a Dallas attorney for

Dunbar Life Promotions

PAUL W. WATT

Arthur L. Taylor, former supervisor of ordinary department, has been propresidents of Washington National, and Theo. Heckel, formerly assistant sec-

Stewart, former secretary to the president, has been promoted to assistant to the comptroller. Wendell Erwin, former manager of the Cleveland district has

in Fidelity Mutual

Ruduloph F. Tull, vice-president in charge of underwriting for the Fidelity Mutual, has retired after 46 years with the company. The lay-underwriting responsibilities of the new business department relinquished by Mr. Tull have been assumed by Arthur H. Evans, underwriting officer.

assumed by Arthur H. Evans, under-writing officer.

In 1902, following attendance at Washington College of Maryland, Mr.
Tull entered the actuarial department of the Fidelity Mutual and three years later was transferred to the policy de-partment. In 1917 he became manager

partment. In 1917 he became manager of the department of issue.

He was appointed assistant secretary in 1923 and elected secretary in 1924 and head of the new business department. His election to vice-president in charge of underwriting was in 1941.

Mr. Tull has been treasurer of Life Office Management Assn. He was one of the founders of the Home Office Life Underwriters Assn. and has served on

of the founders of the Home Office Life Underwriters Assn. and has served on its executive council. He will make his home in Chestertown, Md.

Mr. Evans is a graduate of Swarthmore College and entered the new business department in 1926 as a lay reviewer. In 1940 he became supervisor of applications and in 1944 was appointed assistant secretary. In 1947 he became underwriting officer of the company.

Hubbard Agency Secretary

Everett B. Hubbard, assistant home office cashier for Reserve Loan Life, has been advanced to agency secretary. He joined Reserve Loan after 4½ years'

insurance experience. He began in 1939 as a clerk in the Dallas agency of Aetna Life. At the time he entered military service he was acting as bookkeeper for this agency. Upon discharge from service in 1946, he went with Reserve Loan.

U. S. Life Names Monckton Planning, Methods Manager

United States Life has appointed William J. Monckton as manager of planning and methods.

Mr. Monckton will

Mr. Monckton will maintain systems for centralizing operations.

Mr. Monckton was graduated from sity in accounting and auditing and did graduate work at Princeton. He has had 13 years has had 13 years experience in the type of work he will undertake for U. S. Life.



Duncan to Teachers I. & A.

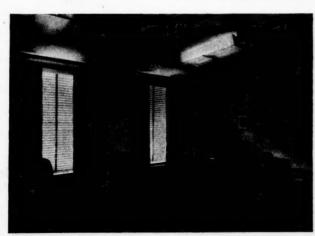
Robert M. Duncan has been named assistant actuary of Teachers Insurance & Annuity, succeeding Richard Humphrys, who has become chief actuary of the Canadian insurance department.

Mr. Duncan was previously with the actuarial department of Home Life. He is a fellow of both actuarial organizations. He is a graduate of New York University, with an M.A. from Columbia.

Pequegnat General Manager

A. E. Pequegnat has been appointed general manager of Mutual Life of

We're — Building in the West



Manager's Office, Los Angeles

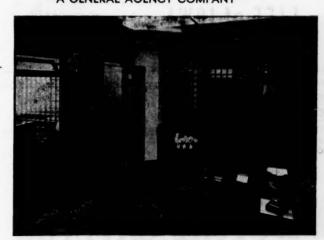
The Company is expanding its activities on the West Coast, and has opened modern offices, and established the following general agencies:

G. R. WILMOT, General Agent, San Francisco
STERLING C. HOLSTON, General Agent, Los Angeles
D. G. HOLSTON, General Agent, Fresno
R. F. COFFMAN, General Agent, San Diego
NEWELL & SHOWACY, General Agents, Portland, Oregon
J. H. BECK, General Agent, Everett, Washington

Let's Get Acquainted

We welcome cordial and friendly relationships with those in the Insurance Fraternity. . .

THE BANKERS LIFE INSURANCE COMPANY OF NEBRASKA is now in its 62nd year of service to policyholders and agents— "A GENERAL AGENCY COMPANY"



General Office, Portland

M. V. "PAT" LONERGAN, West Coast Manager Bankers Life Insurance Company of Nebraska

San Francisco

25 Taylor Street

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LIFE AGENCY CHANGES

Travelers Revises Texas Setup: Winn, Others Promoted

Travelers has consolidated its Houston and San Antonio offices and ap-pointed Harlan H. Winn of the Jack-sonville branch as the manager of the combined territory with headquarters at Houston.

Thomas F. Raines, who has been manager at Houston since 1939, has hean transferred as assistant manager to Atlanta, one of the company's largest life operations. F. Ronald Vincent, for-merly in charge at San Antonio, will remain there temporarily and assist Mr. Winn in the enlarged Houston territory,

Winn in the enlarged Houston territory, which includes all of southern Texas. Albert R. Enderle, formerly assistant manager of the subagency at Miami, succeeds as manager at Jacksonville, in charge of the entire state of Florida.

The move returns Mr. Winn to the scene of his initial service with Travelers. He started as a field assistant at Dallas in 1929 and was promoted to assistant manager at San Antonio in 1937. Two years later he was made manager there. In 1941, he was transferred to Jacksonville where he had an outstanding record, increasing the business of that office from \$2,100,000 to \$9,261,000 in six years.

Mr. Enderle, the new manager at Jacksonville, began his career with Travelers in San Antonio in 1941, and was transferred to Florida as as-

sistant manager in 1946. He was given charge of the Miami office in October

of that year.

Mr. Raines has been with Travelers since 1930, serving all that time in Texas, first at Dallas and for the past 12 years in the Houston territory. Mr. Vincent, who has been with Travelers since 1929, has likewise spent all of his time in the Texas field.

Aetna Life Names Caldwell at Denver

The partnership of Edwards & Grant, which has operated the Denver agency of Aetna Life, has been dissolved and J. M. Caldwell, un-

J. M. Caldwell, until recently general agent for Aetna at El Paso, has been named Denver general agent. J. Fred Grant, Jr., has resigned as general agent and his partner, J. Stanley Edwards, becomes general agent emer-itus. Mr. Grant will devote full time to personal produc-



J. S. Edwards

tion.

Mr. Caldwell graduated from Washburn in 1926 and joined Aetna Life as a group man in Kansas City, serving in that capacity in Topeka and Houston. He became an agent in Wichita and for several years was assistant gen-

in that capacity in Topeka and tool ton. He became an agent in Wichita and for several years was assistant general agent in Denver before being assigned as general agent at El Paso.

Mr. Caldwell is a past president of the Wichita Assn. of Life Underwriters, vice-president of the Denver Association, and past president of the Denver C.L.U. He helped organize the Denver Life Insurance & Trust Officers Council.

Mr. Edwards has been general agent for Aetna Life in Denver since 1894.
N.A.L.U. recently presented him the Russell award for his outstanding contributions to life insurance. He has been president of N.A.L.U. and of the Colorado Association and a trustee of Colorado Association, and a trustee of American College of Life Underwriters. He is the author of two books on life

Babb Succeeds Pasco at Raleigh for Equitable

Josiah S. Babb has been named agency manager at Raleigh, N. C., for Equitable Society, succeeding John Pasco who is retiring after 30 years of service, the last 13 as Raleigh manager. Announcement of the appointment was made at the luncheon in honor of Mr. Pasco Among the guests were was made at the luncheon in honor of Mr. Pasco. Among the guests were J. C. B. Ehringhaus, ex-governor of North Carolina and a director of Equitable, Commissioner Hodges, Second Vice-President Samuel A. Burgess of Equitable and Edwin R. Jeter, director of agencies southern department.

Mr. Babb left the field of geology in 1924 to go with the Raleigh agency. He was appointed a field assistant one year later and made agency group supervisor in 1933. In 1936 he was appointed district manager at Durham.

pervisor in 1933. In 1936 he was appointed district manager at Durham.

Mr. Pasco was appointed district manager in 1923, and in 1935 he went to Raleigh as manager.

Thrasher Heads Agency

L. E. Thrasher of McAllen, Tex., has been appointed general agent in the Rio Grande Valley territory for Guarantee Mutual Life. He takes over the position from which his father-in-law, A. D. Leavell, retired. The two men join in forming the Leavell-Thrasher Life Insurace Agency, with Mr. Leavell as special representative.

Mr. Thrasher graduated at Ouachita Baptist College and attended Texas University law school. He practiced law at McAllen from 1931-34, serving as city attorney during this time. From

as city attorney during this time. From

1934 until 1941 he was with Home Owners Loan Corp. He served in the Owners Loan Corp. He served in the army and emerged as lieutenant colonel. Mr. Thrasher was an agent for Southland Life at Dallas for the past

State Mutual Names Vernier General Agent for Oregon

State Mutual Life has appointed Donald P. Vernier general agent for Oregon with headquarters at Portland. He succeeds Elmer F.

Peterson, resigned. Mr. Peterson has been general agent at Portland since at Portland since 1936 and will remain with the company, devoting his time to his clients.

Mr. Vernier attended University

two years.



of Oregon. He served 31 months overseas with the air force, rising to captain. On separation from the service he joined State Mutual as a field man and has made a record as a successive producer.

W. J. Reilly New Guardian Manager at Cleveland

William J. Reilly has been appointed manager for Guardian Life at Cleveland. The announcement was made at a lunch-eon at Cleveland, attended by several

general agents there.

Mr. Reilly is a graduate of Western Reserve. He entered life insurance in 1934, and became a C.L.U. in 1943. He is a former trustee of Cleveland Life Underwriters Assn.

Assistant manager is Jacob Grob, a veteran of 30 years with Guardian at Cleveland, who currently has more than 1,000 weeks of consecutive production to his credit.

Aetna Promotes Meeske

Frank L. Meeske, a supervisor for Aetna Life in Chicago, has been named assistant general agent at Peoria.

Mr. Meeske has supervised the Rock

ford territory since 1946. He graduated from Bradley in 1936 and entered the business in 1940 with Old Line Life, He joined the Chicago agency of the

Actna in 1941.

Mr. Meeske served with the signal corps in the Pacific theater.

Jordan Named at Albany, Ga.

Life of Virginia has appointed Rich-Life of Virginia nas appointed and L. Jordan manager of its new Albany, Ga., ordinary agency. His territory includes 34 surrounding counties. R. S. Hutchinson continues there as district manager.

Spracher Stockton Manager

Jay W. Spracher, successful agent of California-Western States Life at Stockton, Cal., has been appointed district manager by Northern Life of Seattle in that city. He is president of the Stockton Life Underwriters Assn.

New Cartersville, Ga., Office

CARTERSVILLE, GA .- Reserve Life recently opened an office here with Miss Marie Anderson of Atlanta as





On January 25, 1867, the Equitable Life of Iowa was founded in Des Moines, then a frontier town of 8,000 people.

The 81 intervening years have witnessed the development of that pioneer enterprise into a national institution. In contemplating the completion of its first century of service, the Company will continue to conduct its affairs in the sound, constructive and progressive manner which Time has so thoroughly tested.

EQUITABLE LIFE of IOWA

Founded in 1867 in Des Moines



SMALLER CITIES

Offer You -

The best opportunities for great service by and substantial income to experienced

Our Direct General Agents Contract is especially designed to meet this challenge.

Attractive Territory Available In

KENTUCKY LOUISIANA MISSOURI

For further information write to J. DE WITT MILLS, Supt. of Agents.

MUTUAL SAVINGS



812 Olive Street

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LIFE SALES MEETINGS

Aetna Concludes Second Regional at Bretton Woods

Regional at Bretton Woods

The second regional convention of Aetna Life was held at Bretton Woods, N. H. R. B. Coolidge, vice-president, extended greetings and introductions. M. B. Brainard, president, spoke. Commissioner Allyn of Connecticut, stressed the importance of the agency system.

The first day concluded with a panel on prospecting conducted by Arwood Henderson, assistant superintendent of agencies. Participants were Anne A. Bonadies, Hartford; Arthur H. Bikoff, Brooklyn; Vincent L. Mandia, Detroit; Paul E. Reynolds, Providence; H. J. Roesser, Baltimore; Howard M. Street, Montreal, and Leslie B. York, New Haven. Haven.

Haven.

The discussion stressed the necessity for careful selection of names to be included in direct mail lists and proved the effectiveness of the new prospecting system which is now a part of the estate control plan.

D. E. Hanson, superintendent of agencies, was chairman the first day. Chairman for the second day was N. M. DeNezzo, assistant superintendent of agencies.

DeNezzo, assistant superintendent of agencies.

I. F. Cook, secretary, opened the second day with an account of the activity of the group department. He was followed by a panel discussion on the sales interview conducted by G. A. Lawton, field supervisor, with Al Bluhm, Chicago; Allan C. Boas, Springfield, Ill.; Frank R. Neuman, Grand Rapids, and Thomas R. Quilter of Detroit, participating. Members of the panel concluded that attention must be devoted to the minor techniques of the interview, any one of which when disregarded could cause the interview to be terminated.

nated.
W. C. Cousins, supervisor of A. & H., demonstrated the benefits of consistent

demonstrated the benefits of consistent A. & H. production.

J. D. Nelson, assistant superintendent of agencies, monitored a panel on motivating and closing. Participants were L. E. Colburn, Detroit; David P. Faxon, Newark; G. G. Steiner, New York, and L. P. Wilder, Baltimore. This panel developed specific techniques in motivating prospects to buy without delay.

Mr. Hanson opened the final day with a talk on how Aetha field men have used the company's business insurance

used the company's business insurance sales plan.

sales plan.

The meeting was concluded by Mr. Coolidge who summarized the business sessions and outlined the opportunities facing salesmen in the next 12 months. John K. Luther, field supervisor, was the chairman for the final session.

Manufacturers Club Gathers

Manufacturers Club Gathers

Themes of the educational conference of the Manufacturers Life \$200,000 production club at Jasper, Alberta, were the challenge of present conditions and the steps that must be taken by agents to advance to professional recognition. There were 160 agents present from U. S. and Canada. W. T. Thorpe, manager of agencies, was chairman of the first session. J. H. Littlgow, vice-president and general manager, delivered the welcome and Charles Laurent, president of the production club, introduced club officers. Sheldon Buckles, Calgary, manager, discussed public relations. T. R. Powell, Philadelphia, and G. L. Holmes, assistant general manager and actuary, spoke. A. Kinch was chairman of the final day's session. Speakers were H. F. M. Gremel, Saginaw; W. E. N. Bell, Toronto; G. W. Day, assistant Montreal manager, and Carl H. Brubaker, Cleveland manager.

Unusual opportunity for Agency Supervisor who has the ability to train and direct the activities of high caliber agents.

Ron Stever Agency The Equitable Life Assurance Society 411 West Fifth Street Los Angeles 13

Guardian Life Qualifiers Convene in Colorado

More than 85 qualifiers from the Guardian Life western, Pacific Coast and southwestern division attended the Leaders Club meeting at Glenwood Springs, Col.

The opening session featured Frank F. Weidenborner, agency vice-president, who outlined Guardian's expansion program. There was a demonstration of the new sales charts. W. R. Wilkinson, Syracuse manager, reported on a field test of the new material made in eastern agencies.

Hale D. O'Malley of St. Paul, explained how he has found "Prospects" the Guardian St. Louis —H. W. Banbury, Phoesita Mutual, has been elected president affects of the Life Insurance General Agents & Managers Assn. S. Lester Gord, Equitable Life of Iowa, was named vice-president, and William King, Fidelity Mutual, secretary-treasurer.

Named to the executive committee for two-year terms were D. D. Kelly, John Hancock, and R. P. Tucker, Bankers Life of Iowa. F. B. Jackson, Mutual Life, was named to the executive committee for one year.

John H. Leaver, Mutual Benefit, is retiring president.

agencies.

Hale D. O'Malley of St. Paul, explained how he has found "Prospects Unlimited" in a community of 100 people. One of his favorite methods is talking to high school classes about life insurance at the time they are studying the subject. This presents an opportunity to sell the teacher and provides a new approach to parents and the pupils when they grow up. pupils when they grow up.

Assumes Complaint Blame

Conard C. Hogue of Chicago stressed the importance of starting pleasant conversation with strangers. He pointed out the value of handling complaints properly, by assuming the blame and winning back the person who has a complaint.

Stanley B. Brooks, of San Francisco said the agent has the opportunity for knowledge of many different businesses and should take advantage of it. This makes the prospect feel the agent is interested and makes the agent more interesting for the next prospect.

John L. Cameron, vice-president, reported on a study of group coverage made for the company by Irving Rosen-

hal, actuary. Other speakers were Sam Baum of Denver, Robert Preble of Seattle, and B. W. Fane of Shreveport.

President James A McLain closed the meeting with reiteration of his belief that 1948 can be one of the best production years in history.

Ohio State Agents Gather in Canadian Convention

Ohio State Life this week is holding its annual agency convention at Lake Muskoka, near Gravenhurst, Canada. Agents from a dozen states assembled in Detroit Sunday and left that evening on a special train for the convention. Several members of the home office staff also are in attendance.

An entertainment program was prepared in addition to the business sessions. The general agents association also will meet this week, with R. G. Leuzinger, general agent, Columbus, presiding. presiding.

Farm Bureau Buffalo Rally

Fourteen Eric county agents of the Farm Bureau companies held a round table meeting at Buffalo. Wilfred E. Everette, supervisor, presided.

Mutual, Can., Agents Meet

As concluding speaker at the Mutual Life of Canada convention in Toronto, Lewis W. S. Chapman, director of company relations for L.I.A.M.A., said that high living costs and high taxes combined with unsettled world conditions make the public feel insecure. Life insurance will be sold if the emphasis is placed on its value to the living policy. placed on its value to the living policy-

Great American Reserve Outing

Thirty-two top producers and their wives of Great American Reserve, Dallas, have been spending the last week on annual vacation at Cloud-Croft, N. M., as guests of President Travis T. Wallace. The trip is an award for quota-breaking for the last 12 months. A number of executives are on the trip.

AGENCY MANAGEMENT

St. Louis Managers Group Headed by Banbury

retiring president.

Thompson New Buffalo Head

The Buffalo Life Managers Assn. elected Albert E. Thompson, Metropolitan Life, as president, succeeding Frank

tan Life, as president, succeeding Frank
H. Dickinson.
Other new officers are: B. B. Hoffman, Manhattan Life, vice-president; C.
C. Browning, New York Life, secretary; W. L. Wadsworth, New England Mutual, treasurer, and A. W. Carpenter, Penn Mutual, director for three-year

Hammons New Chief of Oakland-East Bay Club

Woodrow Hammons, general agent of Minnesota Mutual at Oakland, Cal., has been elected president of the Oakland-East Bay General Agents and Managers Assn. Other new officers are: Harold Breakenridge, Equitable of Iowa, vice-president, and Sam B. Coombs, Equitable Society, secretary. Mr. Hammons succeeds J. J. Branscom, West Coast Life.

Cleveland Supervisors Elect

The Supervisors Club of Cleveland Life Underwriters Assn. at its annual meeting and golf party elected Harold E. Kinsey, Massachusetts Mutual Life, president; Chester W. Oetting, Lincoln National Life, vice-president; Wade R. Thorley, Reliance Life, secretary, and Charles I. Holden, Prudential, treasurer. Mr. Kinsey succeeds Frank M. Ansley.

Boston Cashiers Pick Duffy

New officers for the Boston Life Insurance Cashiers Assn. are John H. Duffy, Mutual Life, president; Clifton

During the first five months of 1948 our Field Force wrote 28% more business than in the same period of 1947.

THE OHIO NATIONAL LIFE INSURANCE COMPANY Cincinnati, Ohio

NEWS OF LIFE ASSOCIATIONS

Birmingham New Head of St. Paul Association

ST. PAUL—Phillip V. Birmingham of Phoenix Mutual is the new president of the Life Underwriters Assn. here. He succeeds Warren W. Lundgren, Northwestern Mutual. Other new officers are: T. Murdock Donohue, Sun Life, vice-president; W. H. Nelson, Masschusetts, Mutual. secretary-treasurer: Sachusetts Mutual, secretary-treasurer; Mr. Lundgren, L. V. Asbury, Aetna; J. P. Devine, Occidental; R. S. Lawrence, Minnesota Mutual, and Ray Woltertorff, Provident Mutual, directors.

Gilbert Named to Head Portland, Ore., Association

PORTLAND, ORE.—Verne C. Gilbert, district agent of Equitable Life of Iowa, was chosen president of the Life Underwriters Assn. here, J. E. Barry, Occidental, vice-president; H. S. Boyd, Standard Ins. Co., secretary-treasurer. New directors are Mr. Boyd, James Hardy, Northwestern Mutual, and Henry McCall, Sun Life of Canada. Ralph Reynolds, retiring president, will be a director for another year.

Certificates were given to a number

Hewett, New England Mutual, vice-president; Helen A. Smith, Sun Life of Home Life, treasurer.

Canada, secretary, and Harriett Emery, of agencies with 100% membership, and about 60 agents were presented national about 60 agents were presented national quality awards.

Phipps Elected President of Cleveland Association

D. Miley Phipps, New England Mutual Life, is the newly elected president of Cleveland Life Underwriters Assn.



D. MILEY PHIPPS Mal H. Ritchie, Metropolitan, is first vice-president; Jack A. Stewart, Phoenix Mutual, second vice-president, and Lewis C. Richards, Sun Life of Canada,

reasurer.

New trustees are S. J. Campbell, National Life of Vermont; H. A. Gordon, Fidelity Mutual; R. J. Dolwick, Northwestern Mutual; L. B. Iglauer, State Mutual; A. C. Schneider, Prudential; E. C. Danford, Mutual Life, and A. F. Laut, Life of Virginia.

Three comparatively new agents addressed the annual meeting designated as "home talent day." They were Michael Mesaros, Metropolitan; S. J. Campbell, National Life of Vermont, and Arlyn Huston, Northwestern National.

Va. Assn. Names Hawkins President at Richmond

Virginia Assn. of Life Underwriters Virginia Assn. of Life Underwriters in annual meeting at Richmond elected these new officers: James D. Hawkins, president; Arthur D. Thomas, first vice-president; James H. Neill, second vice-president; James E. Walker, secretary-treasurer, and G. T. King, Joseph Spivey and R. H. Griffin, new directors.

Thirty-seven Richmonders won the national quality award the presentation

national quality award, the presentation being made at a luncheon at which the program chairman, Irving Held, Jr.,

Edmund L. G. Zalinski, managing director Life Underwriter Training Coun-

Bivens Heads N. M. Assn.

The new president of New Mexico The new president of New Mexico Life Underwriters Assn. is Eugene N. Bivens, Penn Mutual. Other officers are: first vice-president, George S. Bryan, Prudential; second vice-president, R. K. Foster, Occidental Life, and secretary-treasurer, Gordon O. Haxon, Penn Mutual tual.

It was decided to change the name of the association to "Central New Mexico Life Underwriters Assn." and the territory has been changed to ac-commodate a new chapter in Roswell, which has adopted the title "Eastern New Mexico Life Underwriters Assn."

Utica Group Has Outing

The annual outing and meeting of Utica Life Underwriters Assn. was held at New Hartford, N. Y. Paul B. Richardson, director New York Institute of

Applied Arts & Sciences, presented national quality awards. President Louis Wineburgh presided at the business meeting. Joseph Loudis was arrangemeeting. Joseph ments chairman.

Washington, D. C.—New officers were installed: Charles S. Suter, president; William J. McCausland, first vice-president; Charles P. Rice, second vice-president and Albert Neveux, secretary-treasurer. The by-laws were amended to make the immediate past president and the vice-presidents members of the board. Edward L. Reliey, Philadelphia general agent for Mutual Benefit Life, chairman of the education committee of the Life Underwriter Training Council, was the speaker.

Was the speaker.

Buffale—New officers are Albert E.
Thompson, Metropolitan manager, president; Bernard B. Hoffman, Manhattan
Life general agent, vice-president;
Charles C. Browning, New York Life
manager, secretary; and William L.
Wadsworth, New England Mutual general agent, treasurer.

Springfield, III.—New officers installed at the annual outing are Millard Bingham, Mutual Benefit Life, president; J. D. Smith, Massachusetts Mutual, first vice-Smith, Massachusetts Mutual, first vice-president; John Adams, Jr., Prudential, second vice-president, and John L. Mc-Shaffry, Jr., secretary-treasurer. The national quality award was presented 12 members.

members.

Denver—New officers installed at the annual meeting and dinner dance were; Frank H. Devitt, general agent for Capitol Life, president; Robert W. Frye, Northwestern Mutual, vice-president; William O. Adams, Security L. & A., secretary, and A. L. Arden, Acacia Mutual, treasurer. M. Helen Hankins, Penn Mutual, president of the Colorado Association, was awarded the J. Stanley Edwards award for civic and professional contribution. Speaker was Holgar J. Johnson, president of the Institute of Life Insurance. Life Insurance.

Minneapolis-A resolution has Mineapolis—A resolution has been passed opposing the Gearhart resolution and any other proposed congressional act which "has as its purpose the exclusion from coverage under old-age and survivors provisions of the social security act, life insurance salesmen compensated by commissions."

Lafayette, Ind.—Lawrence Leland has been elected president; Joseph Maxwell, vice-president, and Robert Brady, secre-

Fort Wayne, Ind.—Joseph V. Clevenger, Guarantee Mutual Life, is the new president; William C. Roeder, Northwestern Mutual, vice-president; Howard Commonwealth Life tary; John K. Hamer, Provident Mutual, treasurer.

Kokomo, Ind,-Nathan P. Paulus, John Hancock, Lafayette, Ind., spoke. New officers were installed: Harry V. Foreman, president; Chalmer E. Denny, vice-president: Ray Harrison, secretary, and John Keith, treasurer.

Detroit—Miss Vera M. Beck, Dominion Life, has been elected president of the women's group. Luella Wertz, Reliance Life, is first vice-president; Lillian Hogue, New York Life, second vice-president; Margaret McEvoy, Manhattan Life, secretary, and Mina F. Stewart, National Life of Vermont, treasurer.

tional Life of Vermont, treasurer.

Southeast Missouri—Meeting at Hayti, the association chose S. C. Abernathy of that city as president for the coming year. Other officers are O. Heffner, Charleston, vice-president; John W. Feeny, Poplar Bluff, second vice-president, and Audie C. Brock, Jr., Caruthers-ville, secretary-treasurer. L. R. Stone, Cape Girardeau, discussed social security. Next meeting will be held at Cana ity. Next meeting will be held at Cape Girardeau on July 14.

Girardeau on July 14.

Birmingham—James E. Eubanks,
Metropolitan Life, is the new president;
D. D. Edmunds, Equitable Society;
Charles McCain, New York Life, and
John S. Stein, American National, are
vice-presidents and John Pittman, John
Hancock, secretary. Ed Beason presented national quality award certificates
and James Eubanks, chairman membership committee, presented certificates to
those agencies in which every agent is a
member of the association.

Dallas—Edward L. Allison of Tulsa, a life member of the Million Dollar Round Table, spoke on "How to be Happy and Prosperous in the Life Insurance Business." He said there are two schools of thought in selling life insurance, the package sale and programming. Mr. Allison stressed the importance of programming; in fact, he said it is the only method of selling. It helps to take the pressure off the client and he feels

Equality of Opportunity

the great gift given to us by the men who suffered at Valley Forge and protected at Gettysburg, Chateau Thierry and Iwo Jimathe gift that is one of the main anchors of our democracy.

Each succeeding generation has done its bit in furthering this priceless heritage—the heritage of hope, of faith, of tolerance—the heritage that has given us the highest standards of living of any people of the world.

Equality of opportunity—the very heart of life underwriting. If you are interested in that profession, you will find it pays to be friendly



"The Friendly Company"

Frankfort

Indiana



AND SPREADING OUT-

As a result of the progress Postal Life & Casualty has made, we can offer real opportunities for men who are looking for a chance to develop their own agencies.

POSTAL LIFE & CASUALTY INSURANCE COMPANY KANSAS CITY 2, MISSOURI

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he feels the agent is not there for the purpose of just selling another insurance policy, but rather to diagnose his case and help him solve his problems.

Mr. Allison has been a street agent for Mr. Allison has been a street agent for 23 years. He says he enjoys the privilege of helping people solve their problems, seeing how programs he has outlined for clients have worked and are working to solve their financial needs, and is very happy when the second and third generation come to him for advice.

Greensbore, N. C.—W. G. Booker has been named president, succeeding J. B. Taylor. Other officers elected are: W. D. Hinton and W. D. Fussell, first and second vice-presidents, respectively; Harold Carr, secretary-treasurer; and Mr. Taylor, George Stone, T. W. Hypes, Thomas Siceloff and C. H. Sims, directors.

Columbus—New trustees elected for three-year terms are: F. T. Phillips, Commonwealth; Sylvan Weill, John Han-cock, and Robert Cull, Union Central. These with holdover members met later at the home of Ben F. Hadley, Columbus Mutual, retiring president, and chose Ed-ward T. O'Brien as president.

Louisville—Elected as president at the outing at Fontaine Ferry Park, was Nellis W. Floyd, Penn Mutual; ist vice-president, Lacy E. Frantz, Union Central; 2nd vice-president, Hugh Mowery, Metropolitan; secretary, Alvin Moser, Occidental. National quality awards were presented to 42.

Gary, Ind. (Calumet) — Howard M. Guthrie was elected president; Arthur Hornik, vice-president; Mrs. Rae Pritchard, secretary, and Joseph Joyce, treasurer.

Richmond, Va.—James D. Hawkins, Provident Mutual, is the new president, succeeding Stanley Teagle, Metropolitan. Other new officers are: Arthur D. Thomas, Fidelity Mutual, first vice-president; James H. Neill, Aetna, second vice-president; James E. Walker, Life of Virginia, secretary-treasurer. Named directors for two years are T. King, Jr., Atlantic; J. S. Spivey, Continental; R. H. Griffin, Massachusetts Mutual.

Edmund L. G. Zalinski, managing director Life Underwriter Training Council, spoke, outlining plans and purposes of the council. A committee was named to arrange for the inauguration of a course in Richmond for training agents, probably to start this fall.

Kokomo, Ind.—New officers installed

Kokomo, Ind.—New officers installed are: Harry V. Foreman, president; Chalmer E. Denny, vice-president; Ray Harrison, secretary, and John Keith, treasurer.

Indianapolis—New officers are: Easley R. Blackwood (manager Metropolitan Life), president; Jesse L. Arnold and Robert J. Mueller, both of Prudential, vice-presidents; Norman R. Miller, New England Mutual, secretary, and John R. Jones, John Hancock, treasurer. New directors: Mrs. Marion Hull, H. J. Havens, H. J. Pierce, P. M. Williams, Aetna Life, and N. R. Miller, New England Mutual.

Phila. Club Elects **Black President**

At the annual meeting of the Philadelphia Accident & Health Assn. these officers were elected: President, Raymond D. Black, Aetna Life; first vice-president, Clarence H. Carr, Columbian National; second vice-president, Robert L. Strayer, Mather & Co.; recording secretary, Horace R. Coe, Coe & Coe; corresponding secretary, Thomas K. Bond, Manufacturers Casualty; treasurer, Neal O. Dubson, Quaker City Life. Immediate past president and director is James M. Cryer; directors for two years, D. S. Walker, Mutual Benefit; Richard Jackson, Globe Indemnity; Thorne W. Mock, National Accident & Health; director for one year, Radcliffe Whitehead, Maryland Casualty.

Lou Staude, assistant manager Mutual Benefit, Philadelphia, spoke on the sale of accident and health insurance, and Harry E. Ritter, Jr., gave a report of the legislative committee, of which he is national and local chairman.

Name Phila Committees**

Spot Age Life W.P.
20 \$41.02 \$41.02 \$41.50 \$36 \$64.*

221 \$41.95 \$42.44 \$37 666.6

222 \$42.95 \$43.46 \$37 666.6

223 \$41.02 \$41.02 \$41.50 \$41

Name Phila. Committees

Committees for the Philadelphia A. & H. Assn. regional sales congress have been appointed. The general convention chairman will be Clarence H. Carr, Columbian National Life. James M. Cryer, Travelers, president of the association, is chairman of the program committee. Thorne W. Mock is in charge of arrangements.

POLICIES

Mutual Savings Has New **Mortgage Contract**

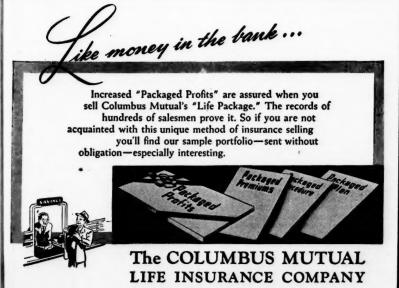
Mutual Savings Life of Missouri has designed a mortgage cancellation policy to provide funds for repayment of a home mortgage in event of death of the family provider, and beyond that to furnish a small amount of additional insurance. insurance.

Insurance.

It provides an initial amount of \$5,000 decreasing by \$200 each year until the end of the 20th year, at which point it becomes paid-up for \$1,000 with no further premiums required.

Waiver of premium disability benefit may be included but surgical and double indemnity benefits are not available. The amount of insurance under the extended insurance non-forfeiture

Write more accident business by subscribing to The Accident & Health Review, \$2 a year, 175 W. Jackson Blvd., Chicago.



D. E. Ball, President Columbus 16, Ohio

option is the ultimate amount, namely secretary. Mr. McFarlane succeeds Carl \$1,000 per \$5,000 initial amount. Premium rates for an initial amount of \$5,000 are:

		With			with
Age	Life	W.P.	Age	Life	W.P.
20	\$41.02	\$41.50	36	\$64.33	\$65.69
21	41.95	42.44	37	66.64	68.15
22	42.95	43.46	38	69.13	70.79
23	43.98	44.52	39	71.79	73.64
24	45.09	45.67	40	74.64	76.73
25	46.23	46.84	41	77.68	80.04
26	47.45	48.09	42	80.95	83.64
27	48.74	49.42	43	84.45	87.47
28	50.10	50.81	44	88.20	91.61
29	51.52	52.28	45	92.25	96.06
30	53.04	53.86	46	96.59	100.84
31	54.64	55.53	47	101.29	106.04
32	56.36	57.32	48	106.34	111.66
33	58.17	59.22	49	111.81	117.74
34	60.09	61.23	50	117.69	124.29
35	62.14	63.39			

New Cleveland C.L.U. Head

At its annual meeting and golf party Cleveland C.L.U. chapter elected Frank L. McFarlane, Northwestern Mutual Life, president; Frank M. Ansley, Berkshire Life, vice-president; Albert G. Williams, Mutual Life, treasurer and Asa F. Voak, New England Mutual,

With Los Angeles Election

LOS ANGELES — Los Angeles C.L.U. Chapter has elected these officers: President, Fred A. McMaster, general agent, Ohio National; vice-president, Gerald A. Page, Scott & Co.; secretary-treasurer, George N. Quigley, Jr., branch manager Manufacturers Life. Directors—R. S. Albritton, Provident Mutual, and G. B. Byrnes, Equitable Society. able Society.

Oakland Chapter Elects

George Mortenson, Equitable Society, has been elected president of the Oaklang C.L.U. chapter. Fred W. Dedman, New England Mutual, was elected vice-president, and Woodrow Hammons, Minnesota Mutual, secretary.

S. F. Chapter's New Staff

Harry N. Lyon, Fidelity Mutual, has been elected president of San Francisco C.L.U. Chapter succeeding James V. Lawry, Northwestern Mutual. Mr. Lawry, as immediate past president, becomes the group's representative in the San Francisco Life Underwriters

HERE'S ONE YOU DON'T HAVE!

Home Owner's Protection. Not just another mortgage redemption policy rider or adaptation of conventional coverages to the mortgage problem.

The CENTRAL LIFE Home Owner's Protection plan is a program tailored to the specific needs of the Home Owner. No requirement of surplus coverage to care for possible hazards . . . The CENTRAL LIFE plan covers the actual hazards at amazing low cost.

Issued ONLY to bona fide mortgagees.

CENTRAL LIFE Insurance Company OF ILLINOIS

Founded 1905

Alfred MacArthur, President

211 W. Wacker Drive

Chicago 6, Illinois

Assn., serving as a vice-president of the latter

Stanley Brooks, Guardian Life, was elected vice-president; Mrs. Eda Hudson, Northwestern Mutual, treasurer, and Robert L. Levin, Metropolitan, secretary. New directors are T. G. Murrell, Mutual Benefit; A. F. Lee, New England Mutual, and H. J. Duerkop, Equitable Society.

New Hartford Officers

Ralph H. Love, general agent for Connecticut Mutual, has been elected president of the Hartford C.L.U. Chap-ter; Robert E. Wilkins, manager Prudential, vice-president, and Royden C. Berger, director of advertising Connecticut Mutual, secretary-treasurer.

RECORDS

ILLINOIS BANKERS LIFE — May business shewed a gain of 48.7% over may of last year. New business written to June 10 showed a gain of 115.6% over the amount received during the same period in June of last year.

PACIFIC MUTUAL—There was an 18% gain in life insurance paid for in the first six months of the year as compared with the same period last year.

pared with the same period last year.

FARM BUREAU LIFE—Sales during traditional June Week topped the same period last year by 69.7%. Paid for life insurance totaling \$12,813,713 was turned in June 4-11, as compared with \$7,550,+24 during the corresponding week of 1947. June Week is observed by the Farm Bureau agency force each year in honor of the occasion when the three companies moved into their own office building in 1928.

Gain of 52% Recorded in Half Year by Lewis

NEWARK-The Arthur agency of Pacific Mutual Life here re-ports 52% gain in paid business for the first half of 1948 over the same period st year.
July 10 the agency force and office

July 10 the agency force and office staff will attend an outing at Echo Lake Park, Springfield, N. J. General Agent Lewis will leave July 14 for a stay at the home office at Los Angeles, and will stop enroute at Cin-cinnati, Cleveland and Chicago.

The annual convention of Virginia Fraternal Congress at Ocean View was the best attended in history. Highlights of the occasion were addresses by Farrar Newberry, president of Woodmen of the World Life, and Alex Benz, president of Aid Assn. for Lutherans. Hill Montague, president of Mutual Life of Richmond, is the president.

A. & H. GATHERING LARGEST EVER

(CONTINUED FROM PAGE 1)

L. Anderson, Massachusetts Protective, Milwaukee, president of the Milwaukee

Association. The wor The women's division elected Mrs. Pearl Bohnen, North American Life & Casualty, Grand Forks, N. D., as chairman, succeeding Mrs. Myrtle Quinn, Continental Mutual Health & Accident, Denver; Mrs. Ethel Smith, Great Northern Life, Cleveland vice-president and Miss. Viola C. Hamilton, Central Catholic Casualty, Omaha, secretary.

Time Is the Investment

Declaring that selling insurance is primarily a business rather than a profession, although it has some elements of the latter, J. E. Scholefield, vice-president and agency director of North American, who spoke on "This Business American, who spoke on "This Business of Selling Insurance," said the three big points a business man must face are how to invest, how to use his investment and how to make it grow. Pointing out that time is the salesmen's investment he showed how these three questions

can be applied to it.

E. F. Gregory, who becomes president of the National association, succeeding Gilbert H. Knight, is Denver manager of Business Men's Assurance and one of the old-timers in the business. He is a native of Chicago and started his insurance career there, but has been a resident of Denver for many years. He was with Security Life & Accident before going with B.M.A. He has long been active in association work, having served as a member of the national ex-ecutive board for several years.

Production Is Keynote: Breidenbaugh

The keynote of the general program of the National association is to sell more disability coverage to more people and expand more rapidly than it ever has before, O. J. Breidenbaugh, executive secretary, said in his report. "We know that all the problems that we have today in our industry would be minimized or eliminated altogether if we increased our production," he de-

Foremost among the problems he reviewed that require strong leadership and concerted action is that of legislation, which, he said, threatens on several sides. "We lost New Jersey last month. That makes three of the 48 already gone and we will be indeed fortunate if we do not lose four or five more this next year." Others are public relations, which he said cannot be met by a few indi-vidual efforts; membership and training, for which he said the association at

One of America's

Leading Fraternal

Life Insurance

Societies

AID ASSOCIATION for LUTHERANS

APPLETON, WISCONSIN

present must assume the responsibility for the whole industry.

Dues Don't Meet Costs

Mr. Breidenbaugh said that last year the National association spent \$4.56 per member to provide the type of service that would protect and promote the business, with receipts from dues of only \$3. The difference has been met by the \$50 memberships maintained by associate company members and hon-orary sustaining members, with a slight dip into the reserves built up by the planning committee solicitation. It can be cut down only by cutting down services, raising dues, or increasing membership. With 2,000 more members, he said, the average cost for the same service would move down to \$3.60. There has been an increase of 1,016 members the cast year. Of the 48 associations of the the same part were of the 48 associations. members the past year. Of the 48 associations in operation a year ago, 42 have made substantial growth in membership and 12 new ones have been added.

A serious problem has developed in connection with A. & H. courses con-ducted on the university level, and par-ticularly the one at Purdue, Mr. Breidenbaugh said. In spite of the excellent results that have been obtained from these courses, it is difficult to obtain enough enrollment to make the classes self-supporting. The December session at Purdue lacked the necessary enroll-ment to keep it at the high level of previous sessions and it was only through previous sessions and it was only through a special effort by the members of the committee that a sufficient number was enrolled to schedule the class. A continuing drive has been conducted, as a result of which a sufficient number of pledges have been received to assure another class at Purdue this year, which is scheduled for Aug. 23. With an additional staff member who will give much of his time to promoting

university classes and assisting instructon, plans are beng made to take the classes to other areas that are too far from Purdue to be served by that center. Pittsburgh, Drake University University of Washington, S.M.U. and University of California are among those being considered.

New Public Relations Approach

A new approach to public relations at the insurance department leavel, which he characterized as the No. 1 problem ne characterized as the No. 1 problem in that field today, was suggested by D. Stuart Walker, Mutual Benefit Health & Accident, Philadelphia, chairman of the public relations committee. His suggestion was that each state agree on a public relations chairman from one of its local associations who is to act as a linium hetween the depart. to act as a liaison between the depart-ment and the field. He said most de-partments would welcome this help and advice from one who speaks for the advice from one who speaks for the agents in the field. He would have this appointee visit the department, identify and hold himself available during the

"Lots of problems arise in the field from selling," Mr. Walker said. "We are in a better position to advise with the departments on these than the companies. Too often the department has a record of the complaints filed but no record of the complaints filed but no record of the number of sales made and claims paid and fails to realize, though numerically large, what a small per-centage the complaints amount to."

Mr. Walker cited the record of his agency along this line for last year,

Takes Up 1948 Tax Act

San Antonio Trust Council heard a discussion of estate and gift taxes under the revenue act of 1948 by W. N. Dillin of the law firm of Boyle, Wheeler, Gresham & Davis, San Antonio.

Union Life of Richmond, Va., awarded a contract for the construc-tion of a new two-story and basement building adjoining its present home of-fice at an estimated cost of \$350,000.

Small Corporations Offer Pension-Trust Field

(CONTINUED FROM PAGE 3)

their lives to its progress and profit. It is good business to establish a reserve for the depreciation of human machinery as is done for regular machinery. This can be done now at less cost because the employes are young.

In the event of decreased corporation earnings the employes likely would be willing to take a salary reduction rather than discontinue the pension plan, he said. Also provisions in the law give relief to most corporations when contributions to the pension plan cause an operating loss.

Evidence from User

The only way a pension trust sale can be completed, he said, is to convince the be completed, he said, is to convince the employer that a pension plan for his workers will fill a definite need. The head of a substantial corporation stated: "I am sold on our pension plan since we retired two of our senior salesmen. One was 68 and the other 67. The sales manager said we couldn't retire them.

manager said we couldn't retire themit would hurt sales too much in that territory, because they knew every grocer and wholesaler. We retired these men over the protest of the sales manager, replacing them with younger sales-

"The first four months, one young man creased volume 32%, and the second increased volume 32%, and young salesman increased volume 28%. They made new contacts and pushed new products. This increased volume paid for the pensions of the older men, as well as the salaries of the newer

which was filed voluntarily with the de-

partment.
"This is the kind of information we

"This is the kind of information we can and need to bring to our departments before they decide on the amount and kind of regulation we need in our business," he said.

G. A. L'Estrange, vice-president of Wisconsin National Life, stressed the importance in the sales field of the agent's attitude toward his work, his company and the public. The attitude of the public toward A. & H. insurance has been greatly improved in recent years and the agent should develop that field more fully. Many people have referred to the agency system as being ferred to the agency system as being outmoded but Mr. L'Estrange declared that there is no substitute for it. Earl Putnam, president of Canada Health & Accident, outlined 25 steps in

prestige building, which he said is important in view of the approaching

buyer's market.
Commissioner Harris of Minnesota criticised "apologists" for accident and health insurance, declaring that it has made a good record and should tell the world about it. He was strong in his denunciation of the "theorists" who want the government to take over the job and cited the public support now being given to private accident and health insurance. He said the industry and the supervising authorities are working together and predicted that most of the problems in that field can and will be solved. He gave assurance that there will be no obstructionist attitude in the Minnesota department.

Broaden Real Estate Rules

WASHINGTON—President Truman has signed the act to broaden District of Columbia domestic insurance com-pany investment opportunities in inpany investment opportunities in in-come-producing real estate, which be-comes Public Law 672.

THE WOMAN'S BENEFIT ASSOCIATION

Founded 1892

A Legal Reserve Fraternal Benefit Society Agnes E. Koob Supreme President Frances D. Partridge

Port Huron, Michigan

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Society

Partridge Secretary

Summer Course Faculty in Kansas

Here is shown the staff of Purdue Life Insurance Marketing Institute that conducted a one-week summer course at University of Kan-sas. Sixty students attended and a basic



and advanced classes were held during the same week. Left to right, the staff members are: Daniel P. Cahill, director; Glenn W. Isgrig, manager Reliance Life, Cincinnati, guest speaker; Robert L. White, Bernard C. Haught and Victor K. Miller, assistant directors.

Guide for Training Works Well for New York Life

(CONTINUED FROM PAGE 2)

from experience that without an organized plan of training, the manager often found himself writing a different train-ing course every time he put on a new agent. With a track he can use from agent. With a track ne can use from the day the new agent signs until his third year and beyond, the manager inevitably will train better and do it in about a fourth or half the time he would in an unorganized way.

Manager Needs Organized Pattern

If an agent should have an organized If an agent should have an organized sales pattern, then an agency man should certainly have an organized training pattern over which he, too, has "fingertip control". If time control makes or breaks an agent in the field, the same applies to his manager. The training is tough only when the manager doesn't know what to do next.

When a manager is transferred he

When a manager is transferred, he simply takes the files that he inherits in his new post and can determine in a few minutes exactly how far the agents have gone and what they are doing. If the agent transfers, his file goes along with him. The file provides continuously a quick, sure check on where everyone

a quick, sure check on where everyone stands at any time.

As an example of "Nyli-Track" effectiveness, one New York Life office started from "scratch" in January, 1948 and now has 12 new men. For the past two months they have been producing at the rate of nearly \$400,000 per month. Each of them follows the "Nyli-Track" pattern exactly. pattern exactly.

General American Agents Gather at Chicago

Fred F. Sale of St. Louis was named Fred F. Sale of St. Louis was named president of the President's Club of General American Life at the annual convention in the Edgewater Beach hotel, Chicago. He led in volume of paid first-year club credits last year. D. G. Colwell, Dallas, is the first vice-president and F. A. McDevitt, Omaha, second vice-president.

The new officers of the Leadership Club are H. L. Ireland, Parsons, Kan., president; F. B. Britt, Norfolk, Va., first vice-president, and Thomas Knoebel, East St. Louis, Ill., second vice-president.

Some 120 delegates from 20 states and the District of Columbia attended. President Walter W. Head made the keynote speech, extending a greeting and presenting home office officials.

Training and recruiting were discussed in the general agents and managers session with Vice-president Frank Vesser and C. E. Fritsche, director of agency training, in charge of the program.

Honor Honolulu Agent

Bert Kimura of Honolulu, leading personal producer for the Security Life & Accident of Denver, has been designated 1947 star honor roll man.

Constitution Life of Los Angeles has now moved into its new modern home office building at 434 South Vermont avenue. O. S. Weide, executive vice-president, has returned from an extended business trip to the east.

Describe Aims of New Advertisers Assn.

(CONTINUED FROM PAGE 4)

government agency that has an interest government agency that has an interest in its field and where the lot of its members can be improved. It has no plans for legislation. It has already been in touch with POD and FTC through Mr. Berge, who also has close contacts at the department of justice, where he was formerly anti-trust chief.

The association has no legislative program, but would fight adverse legislation in which connection the Hobbs bill is engaging attention. It has no liaison as yet with the state commissioners. It is believed to have no anti-trust problem. Its principal problem with FTC, which assumes jurisdiction, on expiration of the insurance moratorium July 1, with relation to the FTC. Clayton and with relation to the FTC, Clayton and Robinson-Patman laws, is elimination of unfair representations, trade practices and methods of competition, rather than monopolistic rate-fixing in violation of

Cal. Department Approves 50 Company Study Courses

Commissioner Downey of California has approved courses of study submitted by 50 companies, either finally or proby 50 companies, either finally or pro-visionally, as required under the new licensing law which became effective Thursday. The law requires life and life and disability companies to have approved courses of study for instruc-tion of new agents who will have to take examinations prescribed to obtain their license.

their license.

Companies whose courses have been approved provisionally will be required to make changes in certain parts of the to make changes in certain parts of the course before final approval. Companies whose courses have been approved finally have the privilege of having their new agents obtain a certificate of convenience, under which the agent can operate until he passes the examination. Companies that have not filed a course or where course has not have accounted.

or whose course has not been approved, do not have that privilege.

Where a company does not qualify for certificates of convenience, its new agents cannot transact any insurance until after they have passed their examination tests.

Ky. Farm Bureau Meetings Spur Insurance Program

Kentucky Farm Bureau Federation Tuesday started a series of meetings in advance of a month's drive July 21-Aug. 21 to get more members to participate in the bureau's insurance program. Meetings this week are at Elizabethtown, Somerset and Lexington. There will be a kickoff meeting in Louisville July 20, at which Larry Williams, head of Iowa Farm Bureau Life, will speak. In the meetings this week District Field Agents Charles Wallace, W. S. Druen, Teber Tartar and J. E. Ownbey will be in charge.

Fox Valley Club Elects

New officers elected at the annual golf meet and dinner of Fox Valley Insurance Club are Howard J. Drajeske, Equitable Reserve, president; Donald V. Jorgenson, National Guardian, vice-president, and G. E. Harthun, Wiscon-

sin National, secretary-treasurer. The meeting this year was under the supervision of the Equitable Reserve home office staff. The club is made up of officers and home office employes of Equitable Reserve, Wisconsin National, Aid Assn. for Lutherans, National Consider Wisconsin Life and National Aid Assn. for Lutherans, National Guardian, Wisconsin Life, and National Mutual Benefit.

Meet July 8 at Olney, Ill., to Form New Association

Steps to organize the 27th local association in Illinois will be taken July 8 at a meeting in Olney, Ill. Agents from six counties in that area have been invited to attend. The organization meeting will follow a dinner at Wayne's

restaurant.

W. E. Buckley, Metropolitan Life manager at Mt. Vernon and past state president, will take part. He is extension chairman of the Illinois association. Ray Yelch of State Farm at Olney is handling arrangements.

I.O.F. to Hold Convention at Victoria, B. C., in 1949

Independent Order of Foresters, Toronto, will hold its quadrennial convention of delegates May 17-19, 1949, at

tion of delegates May 17-19, 1949, at Victoria, B. C.

The society recently secured a ruling from the Dominion insurance department, under which it now is permitted to write certificates up to \$10,000. Heretofore the limit has been \$5,000.

I.O.F. for some time has been writing a modified health and accident certificate, in addition to life, paying a benefit of \$10 a week for 26 weeks. The society contemplates issuing also a hospital benefit certificate, and possibly also pital benefit certificate, and possibly also one covering surgical costs. It is likely this will provide a guaranteed sum for hospitalization and surgical costs, in event of illness, accident, operation, etc.

Three sectional meetings were held on the first day of the annual convention of Texas Assn. of Life Underwriters at Waco, the Texas Leaders Round Table, General Agents & Managers Section, and Combination Round Table.

J. Max Spangler, Kansas City Life, Dallas, was chairman of the Leaders Round Table, which elected these officers: Julian K. Moore, Southwestern Life, Waco, chairman; executive committee—Mike Barron, Great National, Bryan, and Cape DeWitt, Northwestern National, Houston. Chairman Moore appointed Roy C. Thompson, Great South-

National, Houston. Chairman Moore appointed Roy C. Thompson, Great Southern, Waco, as secretary.

James R. Wood, president of Southwestern Life, Dallas, outlined the community property law of Texas and its effect upon selling life insurance.

Paul Jackson, Dallas attorney, spoke on "Taxes, Estate and Income."

Agency Heads' Conference

R. Barney Shields, Great National, Dallas, was chairman of the general agents and managers meeting. A. R. Jaqua of the S.M.U. life insurance marketing institute, Dallas, discussed recruiting, selection, training, and financing of agents and called upon the agency managers to tell what plans they and their companies employ. It appeared there was great variation in educational programs and few companies and agenprograms and few companies and agencies have educational plans for experienced agents. Mr. Jaqua concluded there is less recruiting than in 1947, no special recruiting system is employed, agency managers modify test results by their own judgments, and Texas companies are more inclined to finance beginners than are eastern companies.

There was an agents meeting at which



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trend toward commission reduction, dangers of mass selling, importance of some form of compensation for agents who must service orphan policies, vested interest in commissions on policies written, and other questions were discussed.

The consensus was that an advisory committee relected from among agents would be of value both to company and agency force in fostering better rela-

Combination Round Table Session

President James D. Edgecomb extended welcome to the Combination Round Table and Chairman Earl P. Dwyer noted the promotion of the chairman-elect, W. C. Howell, and his removal from Texas. He stressed impression of the chairman control of the chai portance of membership in local, state and national associations. Industrial agents are not taking active e part in association work, he said.



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PHILADELPHIA

Harold Holley, manager John Hancock, spoke on problems of the new agent. Mr. Holley presented a selling talk, using Chairman Dwyer as a prostalk, using Chairman Dwyer as a prostalk, using Chairman Dwyer as a prostalk. Officers elected are: C. J. Gra-American National, Beaumont, American National, ham. chairman; executive committee—W. N. Hussey, National Life & Accident, Houston; L. W. Lilyestrom, National, Fort Worth.

Mr. Dwyer told the 10 commandments of salesmanship. The afternoon session was devoted to discussion of selling industrial men on the importance of membership in the associations, and agency heads on the importance of certifying qualified men to the round table. The organization will become a part of the Leaders Round Table.

Lewis New State President

In the general session of Texas association C. B. Oliver, Jr., president Waco association, and J. H. Kultgen, president Waco Chamber of Commerce, gave a welcome.

gave a welcome.

The new officers are R. N. Lewis, Great National, Austin, president, and L. M. Buckley, New England Mutual, Dallas, vice-president.

Cecil Murray, Great Southern, Huntsville, spoke on "Value of Motivation in Life Insurance Selling," saying a life man must have a sincere belief in the service which he offers must be enservice which he offers must be enservice which he offers, must be en-thusiastic, and must live in his community so that people recognize him as an important part of it.

B. Baumann, president N.A.L.U., spoke on association matters.

President Edgecomb presented the legislative report, stating an effort again will be made to secure passage of an agents qualification law and a law assuring to the individual an insurable interest in his own life. Texas court decisions having been that the individual does not now have this insurance interest.

Other Talks Given

"Our Is a Great Heritage" was the theme of G. P. Montgomery, Great National Life, Houston. Economic security now rests in having sufficient in-surance, he said. "Cops and Robbers in the Agents License Division" was presented by Mrs. Marie Q. Chambers, Austin, director of the department's agents license division. She stated ap-proximately 30,000 licenses were issued in the year ended April 1, 1948. She said the department is anxious to eliminate all agents who are guilty of im-proper practices and seeks cooperation of agents and companies.

The closing address was "YKCUL APNARG" by H. J. Cummings, president of Minnesota Mutual.

Regional directors elected are: Region 1, O. M. Erickson, John Hancock (industrial), Dallas; 4, Roy Cox, Houston, Occidental; 5, Douglas Jarrell, Southwestern Life, Abilene; 6, Dock Durham, National Life & Accident, El Paso; 11, J. L. Anderson, Reserve Loan, Corpus Christi; 12, Tom C. Sharp, Jr., Great Southern, Waco.

Says Blue Cross Should Get Rates to Pay in Full

WASHINGTON-District of Columbia Medical Society's publication "Medi-cal Annals," declared bluntly in a re-cent editorial that Group Hospitalization, cent editorial that Group Hospitalization, Inc. (Blue Cross), should make "full settlement" for cases of members who are hospitalized under their contracts "even if this requires that rates must be raised."

The editorial

The editorial advances several other proposals, but says that before any are carried out it is up to the hospitals to ascertain costs, and to this end the setting up of a unified cost accounting system is advised.

tem is advised.

The editorial said that unless such plans as GHI pay full costs, "the hospital must insist that the policy protection be considered only as an indemnity, beyond which the patient himself must make up the difference."

Injected into Group Field

Now that group insurance has been held to be a matter for collective bar-gaining, group people find that employers are reluctant to initiate group insurance proposals. They are going on the theory that if the employer takes the first step and brings the matter up, it would be natural for the union to seek get insurance terms over and above the employer suggests. good many employers seem to feel that the best strategy is to wait and let the union take the initiative.

A good many employers who antici-A good many employers who anticipate that the unions will inject group insurance terms in wage negotiations are making inquiries of agents and insurance companies as to cost and coverage so that they will be prepared to deal with the subject when it comes up. Some of the employers want to have the group premium broken down into group premium broken down terms of hourly wage. One such employer, for instance, discovered that a program that he was willing to consider

Midkiff Is Reelected as

Head of W.O.W. of Denver would cost 3 cents per hour

Enlarged Great-West Office in Chicago Has Opening

Three officials from the head office in Winnipeg attended the open-house Monday in the enlarged and remodeled Chicago branch of Great-West Life, with Earl M. Schwemm, manager, as host. Present from Canada were H. W. Manning, managing director; D. E. Kilgour, assistant general manager and superintendent of agencies, and J. E. Nettelfield, assistant superintendent of agencies.

large number of men from other life offices in the city, insurance brokers and policyholders dropped in to inspect the new setup. Refreshments and appe-

were served.

The space of the office has been increased about 50% and employed to better advantage. The main entrance better advantage. The main entrance now faces elevators, presenting better appearance to the public. Great-West's Chicago agency, No. 1 in both U. S. and Canada for 10 con-

secutive years, has grown at a fast pace since Mr. Schwemm took charge in 1936.

Two New Insurance Law Firms Form in Louisville

A number of attorneys who have been associated with the well known Louisville insurance law firm of Bullitt & Middleton have withdrawn and formed their own firm. The title is Middleton, Seelbach, Wolford, Willis & Cochran. William Marshall Bullitt, T. W. Bullitt, R. L. Blackwell and F. T. Goheen remain in the Bullitt & Middleton firm.

Those comprising the new firm are Charles G. Middleton, Louis Seelbach, L. T. Wolford, H. T. Willis, E. B. Cochran, C. G. Middleton, Jr., E. G. Middleton and T. L. Wolford. C. W. Milner and Hudson Milner of Bullitt & Middleton, have resigned and formed Milner & Milner.

Borden New President

Newly elected president of Insurance Society of New York is Albert G. Bor-den, formerly second vice-president of Equitable Society. He succeeds Arthur F. Lafrentz, president of American Surety

Mr. Lafrentz reported that the society had a record enrollment for its 45 courses of 3,636 students. Membership now totals 2,593.

Elected as directors are Edward King, Hooper-Holmes Bureau; L. D. Egbert, Brown-Crosby & Co.; Harold Jackson, William H. McGee & Co., and Court-land Otis, Johnson & Higgins.

Jefferson Standard has opened a district office in Peoria with J. S. Allsup, formerly of Ottawa, Ill., as manager.

Officers Conference in Illinois July 22

New officers of the Illinois Assn. of Life Underwriters will confer with local association officers and leaders July 22 at University of Illinois. Morning and afternoon sessions will be held in the new Illini Union building with state President N. Eric Bell, State Farm, Bloomington, presiding.

There will be two sessions in the afternoon, one composed of presidents and program chairmen, led by Mr. Bell and C. T. Wardwell, Connecticut Mutual, Peoria, state program chairman, and the other consisting of secretaries and membership chairmen, led by Margaret Becker, executive secretary

Margaret Becker, executive secretary Illinois association, and K. L. Keil, Penn Mutual, Springfield, state member-ship chairman. These meetings will be ship chairman. round tables for open discussion from the floor.

At the regular meeting of Woodmen of the World of Denver at Glacier National Park, Mont., much legislation was enacted and many changes made in the constitution. The office of secretary and treasurer was combined into one and was made appointive instead of elective. One more director was added to the board.

President T. W. Midkiff was unanimously reelected president as was the entire board. John J. Tucker of San Diego was elected as new director. Frank Freeman, who has been in charge of the investments and who has been a member of the head office staff 38 years,

was appointed secretary-treasurer.

The address of welcome was given by
Commissioner Holmes of Montana.
General Counsel B. J. Seeman made the

response.

"Old Man" Approach Good One to Sell Young Men

A life agent who has been successful selling young men uses the following approach:

He may or may not have had an introduction. He introduces himself and asks, "Where do the old men work hare?" asks, 'here?"

If this question puzzles the young man, the agent elaborates—"Don't you have some old men who work for the firm

When the young fellow understands the question, his response is that the firm doesn't have any—or very many old men working there.
"What has happened to them?" the

agent asks. The young man either doesn't know,

or supposes that they have retired.
"Well, I'll tell you, most firms do not have old men working for them. Some day you will be an old man, and you will not be working for anyone. What will you do then? I think I can remedy that situation for you. I am with suchand-such life insurance company, etc."

Progressive Life Converted

Progressive Life of Red Bank, N. J., has completed conversion from an as-sessment company to a mutual legal reserve life company. The company is an outgrowth of Capitol Friendly Society, a mutual benefit association incorporated in 1907. In 1925 the name of the organization was changed to Progressive Relief Assn. and there was a complete change of management. I sive Life was formed in 1934. Progresare no changes in official personnel.

J. Hawley Wilson, general agent of Massachusetts Mutual Life, has been reelected president of the Oklahoma City Better Business Bureau. Joe D. Morse, president of Home State Life, is a diNe

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Cakes are made from various ingredients, but our cake contains—Special service—Sharp selling aids—A complete line of policies—A tried and tested recruiting plan -A proven training procedure.

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the possibilities of a valuable Continental Assurance franchise. Policy equipment is unsurpassed. Cooperation and proved building formula is provided by Home Office. Attractive commissions and unique pension plan.

DEPARTMENT Prominent mutliple line agencies, anxious to serve **MANAGERS** the life insurance needs

of their clients, have asked assistance in finding capable, experienced men to head up their life insurance departments. We consider these positions to be among the finest, most lucrative opportunities in the life insurance field today.

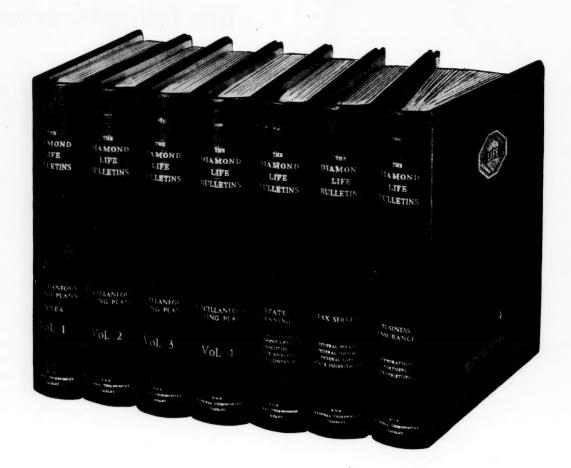
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